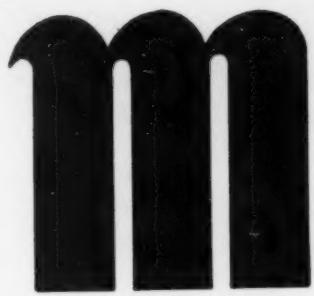


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# MODERN

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# LITHOGRAPHY



**Medium Chrome Yellow 138P**

## **Senelith Inks**

were the first lithographic inks  
made from dyestuffs  
treated with sodium tungstate  
for better sunfastness  
and are still leading  
with their outstanding resistance properties

**The Senefelder Company, Inc.**

*"Everything for Lithography"*

**32-34 Greene Street**

**New York, N. Y.**



## "Which is the best finish for the job?"

*Demonstration set helps end guesswork...shows comparison of 9 different finishes*

**H**AVE YOU EVER BEEN puzzled to tell which finish of offset paper to use? Or to show a customer how his finished job will look on the paper he wants?

You needn't be again if you send for the new demonstration set of Hammermill Offset.

The set includes individual, 17 x 22, four-color offset reproductions of a recent painting of a Lockheed Lightning P-38 Interceptor Pursuit plane (suitable for framing). There are nine separate pieces, all printed from the same plates on these

nine different Hammermill Offset finishes:

**Wove  
Ripple  
Handmade  
Stucco**

**Homespun  
Linen  
Laurel  
Pongee  
Woodgrain**

Use the set to show effects of particular finishes, also to compare expected results on various finishes. Study it to see the splendid reproduction you can get on Hammermill Offset.

For your free set, use the coupon below, or write Hammermill (on your business letterhead, please).

# HAMMERMILL OFFSET

BY THE MAKERS OF HAMMERMILL BOND

*Send  
for it!*

Name.....

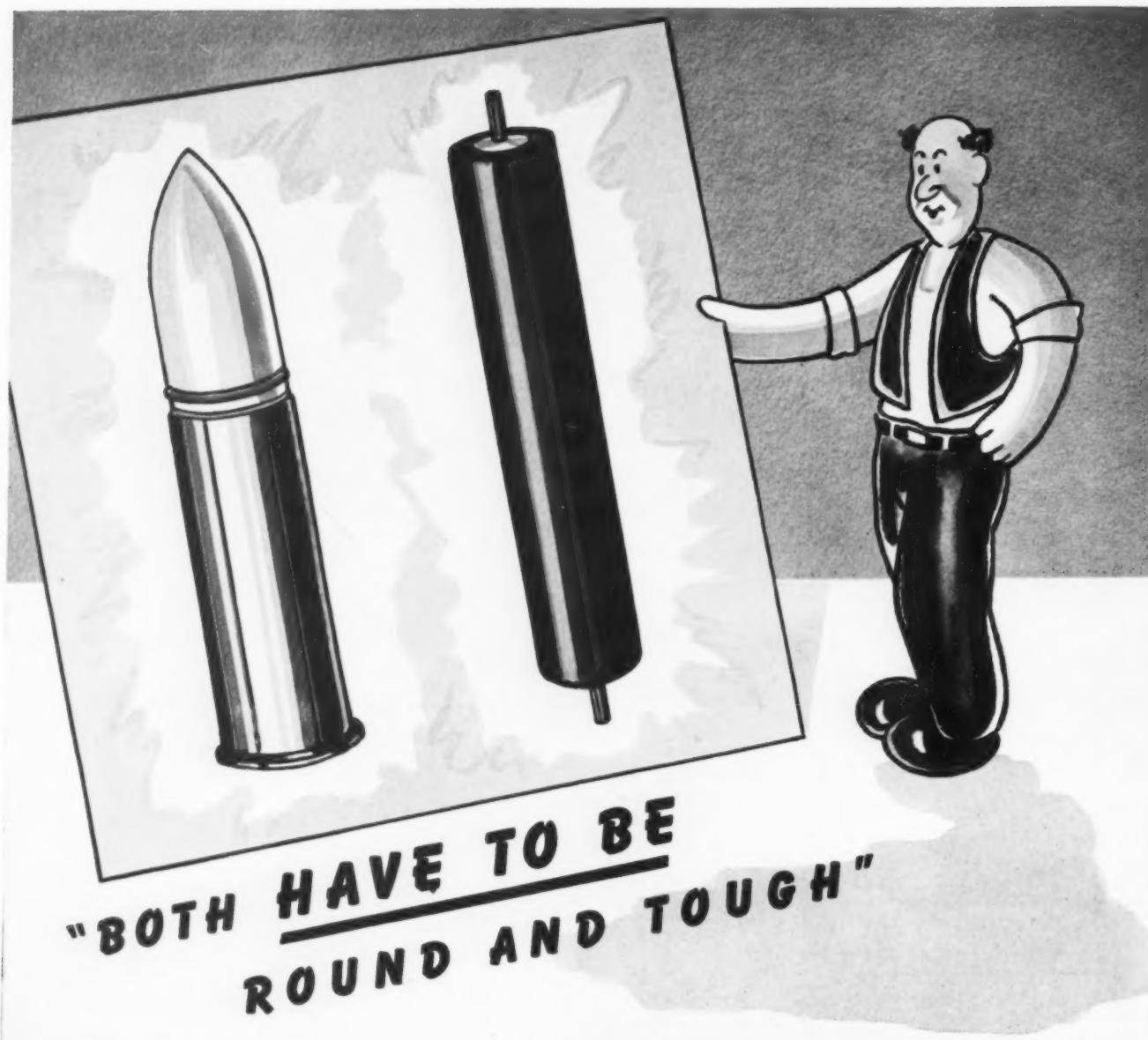
Position.....

(Please attach to your *business* letterhead)

Hammermill Paper Company  
Erie, Pa.

Please send me my free Demonstration Set of offset-printing on the nine finishes of Hammermill Offset.

ML-AU



Bingham's SAMSON (Vulcanized Oil) and Bingham LITHO-PRINT (Rubber) Offset Rollers, like shells for big guns, are precision made to minute accuracy. Both are finished to micrometer measurements. Both have to be tough to do their jobs right.

Because Bingham's SAMSON (Vulcanized Oil) and Bingham LITHO-PRINT (Rubber) Offset Rollers are round, they cover evenly, use less ink, and permit high running speed.

Bingham Rollers have the experience of nearly a hundred years of roller making behind them. They are tough. They stand up. They help to produce good printing speedily and at a low cost.

Pressmen prefer Bingham's SAMSON (Vulcanized Oil) or Bingham LITHO-PRINT (Rubber) Offset Rollers. There is a Bingham representative near you. Write or telephone for any roller information.

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Cleveland  
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Minneapolis  
Nashville  
Oklahoma City

Pittsburgh  
St. Louis  
Springfield, D.

# MODERN LITHOGRAPHY

PUBLISHED IN THE INTERESTS OF LITHOGRAPHERS EVERYWHERE



## THE COVER

No business? There are plenty of opportunities for lithographed folders, posters, booklets, etc., created by the war effort. But the lithographer must approach the problem with a new slant. The accent is on "tell how" material rather than straight routine sales propaganda.

DID YOU MISS A SESSION AT THE recent NAPL convention in Cleveland? Our reporter covered them all. His report, pages 17-23, reviews the highlights of the gathering both in and out of the convention meeting rooms. There was much said that will bear re-reading.

INTERESTING FEATURE OF THE technical program was a talk by Walter Marx on a new Chromatic Halftone Screen. Irene Sayre, new technical editor of ML, reviews the subject briefly and attempts to evaluate the possible importance of this interesting new process to lithographic camera man. (Page 32).

Editor-In-Chief  
WAYNE E. DORLAND

Technical Editor  
IRENE SAYRE

Associate Editor  
ROBERT LONG

Advertising Manager  
THOMAS MORGAN

August, 1942  
Volume 10 No. 8

## WHAT YOU WILL FIND IN THIS ISSUE

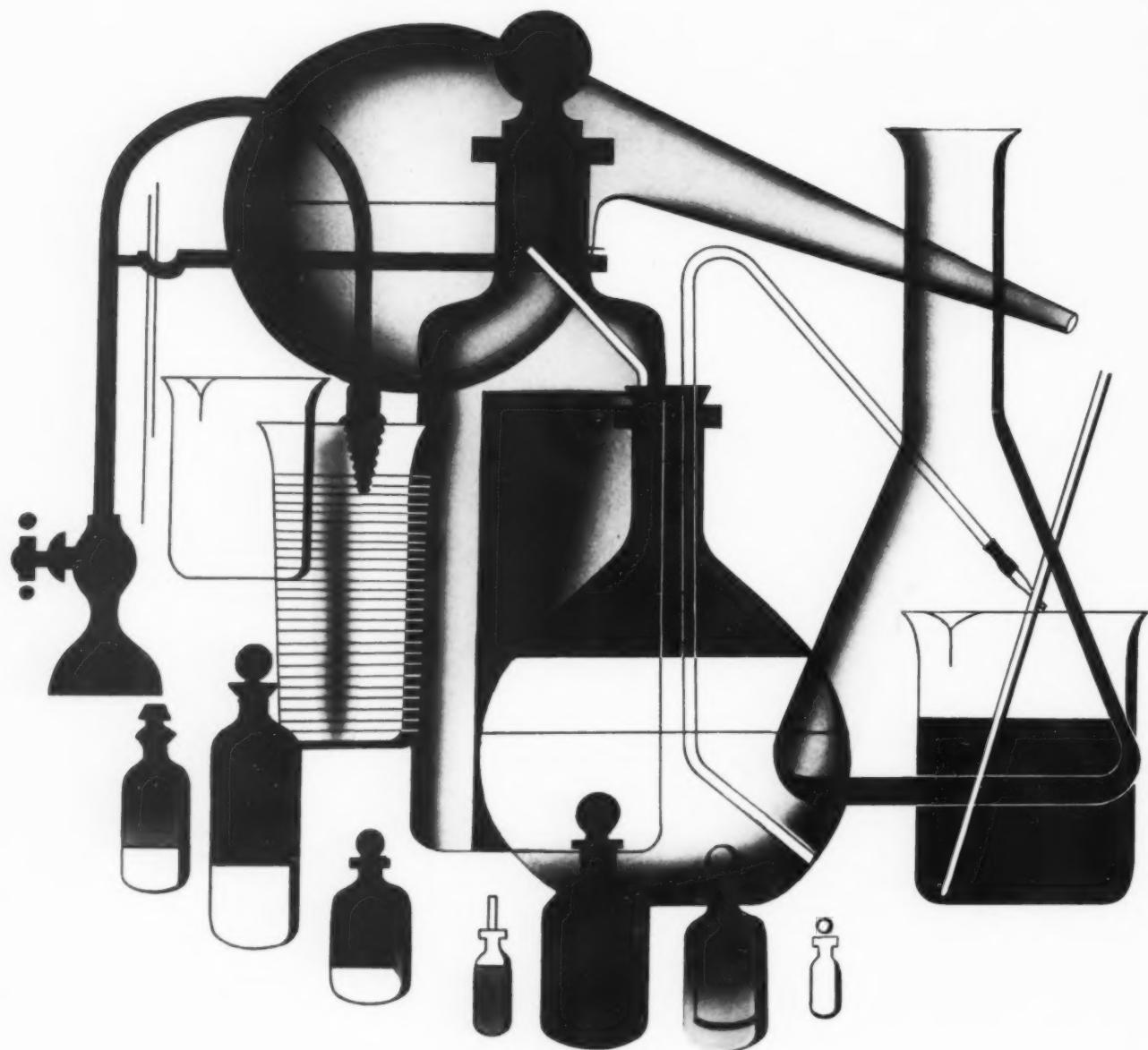
	Page
Editorials .....	15
Photo-Lithographers Meet in Cleveland .....	17
Myriad Sales Opportunities in War-Time Lithography... <i>By J. L. Kronenberg</i>	24
President's Address .....	27
<i>By A. G. McCormick</i>	
War Demands Improved Shop Standards .....	28
<i>By Joseph E. Machell</i>	
Save That Negative! .....	30
<i>By I. H. Sayre</i>	
A New Chromatic Halftone Screen .....	32
Washington Letter .....	34
<i>By Jay A. Bonwit</i>	
War and Lithography .....	36
In and About the Trade .....	43
New Equipment and Bulletins .....	51
Lithographic Abstracts .....	59
Where-to-Buy-It .....	62
Classified Advertisements .....	63
Advertisers' Index .....	65
Tale Ends .....	66

## MODERN LITHOGRAPHY

Reg. U. S. Pat. Offce

GRANT A. DORLAND, President; IRA P. MACNAIR, Vice-President; WAYNE E. DORLAND, Secretary-Treasurer. Published monthly on the 15th by The Photo-Lithographer, Inc., Publication Office, 1309 Noble St., Philadelphia, Pa. Advertising and Editorial Office, 254 W. 31st St., New York, N. Y. ADVERTISING RATES: Advertising rates made known on application. Closing date for copy—20th of the month previous to date of issue. SUBSCRIPTION RATES: \$3.00 per year in the United States, \$4.00 per year in Canada. Single copies, 30 cents. Entered as second class matter at the Post Office at Philadelphia, Pa., under the Act of March 3, 1879.

# PITMAN



**DESPITE THE WAR WE ARE STILL  
ADHERING TO PITMAN STANDARDS**

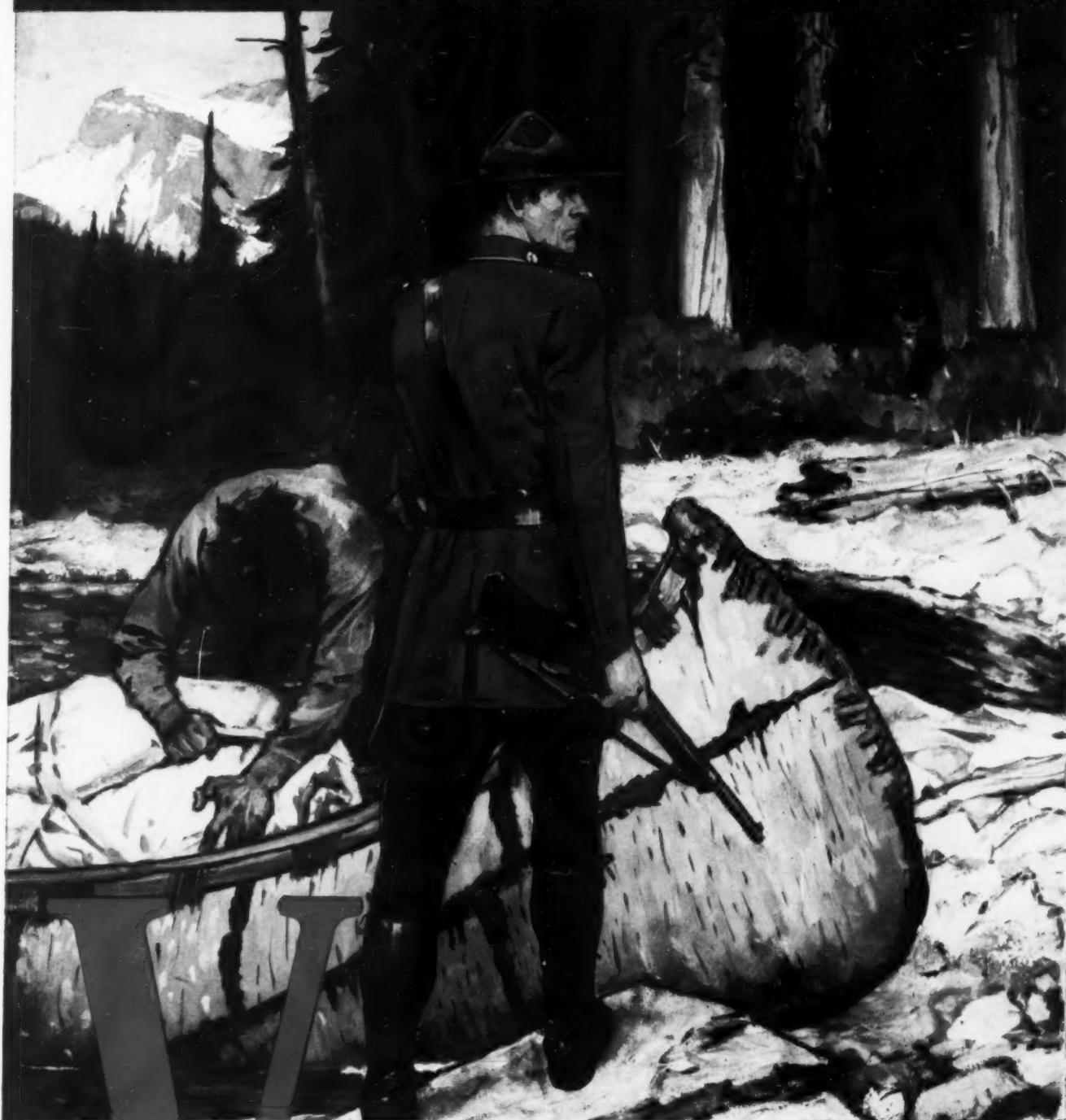
**HAROLD M. PITMAN CO.**

JERSEY CITY, N.J.

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—adequate supplies for civilian needs

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THE NORTHWEST PAPER COMPANY • CLOQUET, MINNESOTA, U. S. A.

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# SPRINGHILL TAG

FOR ECONOMY, SERVICE AND VALUE!

The sensational record made by Springhill White and Manila Tag — and Index — is no accident. Printers and production men who have jobs to prepare requiring an all purpose white board with toughness, strength and bright appearance have turned to SPRINGHILL, made from 100% virgin, bleached sulphate pulp, because its excellent printing surface, its low cost, combine to give maximum value. It is another International Paper Value! . . . doing its job in war production as well as serving civilian uses.

*For more than 10 years, International Paper has advised buyers of printing to "Consult Your Printer"*

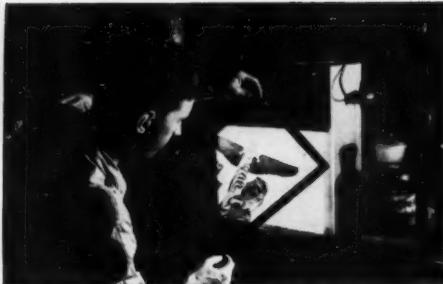


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PAPER COMPANY  
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PAPERS for PRINTING and CONVERTING

**THOUGHTFUL PLANNING IS A SERVICE TO THE NATION**



**DENSE BLACK**—with DuPont number "control"  
Your regular developer produces a high density which contrasts sharply with the crystal-like clarity of the safety base.



**SHARP LINES AND DOTS**—with DuPont number "control". High resolving power forms excellent halftone dots; it is of equal value for fine line work. Etching may be done by customary methods.



**ORTHOCHROMATIC**—with DuPont number "control". Sensitive to blue, blue-green, green and yellow, permitting use of the usual correction filters for colored or stained copy.

# YOU'VE GOT ITS NUMBER!



*And the number gives you "control" of performance and costs—on quality work as well as volume jobs*

YOU CAN SEE this little number on every DuPont negative. And you can see what it stands for in the results you get with every shot you make . . . perfect *control* of negative performance and costs. That's because it is the working symbol of DuPont chemical *control* in the manufacture of the raw film. It identifies the exact emulsion and *control* which went into making that particular sheet of film.



## GRAPHIC ARTS FILM

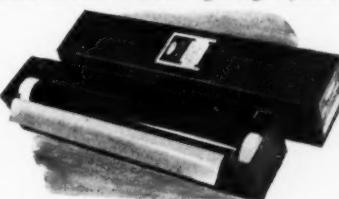
E. I. DU PONT DE NEMOURS & COMPANY, INCORPORATED  
Photo Products Department, Wilmington, Delaware



**EASY TO HANDLE**—with DuPont number "control". The hard, glossy emulsion surface resists scratches. Low water absorption insures quick drying. Flat lying expedites making of set-ups.



**SHEET FILM IS PROTECTED BY "LITE-LOK"**  
No more fussing with many-fold wraps. Just lift the lid and pick up a film. Close and the box is light-tight again. The last film is as easy to get out as the first. Notice how sides of hinged cover fit between double sides of box to form light-tight joint.



**ROLL FILM IS EASY TO USE FROM A DISPENSER BOX**  
The film is wound on a core supported at both ends by bearings, to allow film to be dispensed freely from the box, without danger of scratching the surface.



## HERE'S THE CAMPAIGN PIN WE *Always* WEAR

PIN your faith on Mercury products. They always win the pressman's vote on a quality platform. Into every Mercury roller and blanket has gone the results of years of intense research in the Graphic Arts industry's finest experimental laboratories. There is no guessing about Mercury performance. It is always up to par.

Pressmen know that Mercury quality is no mere "campaign promise." They are backed by an iron-clad guarantee of satisfaction. When the going is tough, they stand up like champions, and come back repeatedly for more punishment. Put them to work for you today and forget about press problems.

\*\*\* CAST YOUR VOTE FOR \*\*\*  
**MERCURY PRODUCTS**



# RAPID ROLLER COMPANY

D. M. RAPPORT, Pres.

Federal at 26<sup>th</sup> Street

CHICAGO

# THE VALUE OF TRADE ASSOCIATION MEMBERSHIP

"Thank you for your letter. The information is very valuable to the writer and we are making a file of it."

*The McMath Company*

"We appreciate very much the sample jobs which you send from time to time with estimates of cost. We have just been having a discussion over this problem, as to the most practical method of handling this class of work."

*The McCormick-Armstrong Co.*

"We have received the various cost information sheets, estimated jobs. Just want to tell you it is all valuable information and greatly appreciated whether we take the time to acknowledge each individually or not."

*The Mutual Press Inc.*

"Thank you for your prompt reply. In the commission you mention, is expense allowance made in addition to that commission?"

*Miers Bachman Litho Co.*

"Appreciate the information given us in your confidential memo. We are acting accordingly."

*Winston-Printing Co.*

"Thanks for the tip on the 10% increase on the film. We took advantage of it by securing a four months supply of photographic material effecting us a saving of almost \$200.00."

*Peoria Blue Print and Photo Press Co.*

"Among Association activities of seemingly lesser importance, is the Confidential Bulletin. But as I have expressed publicly, and now reiterate, it is of paramount importance to the membership. Perhaps I judge from my own personal reactions, but even so, we have a very valuable little service here, and it should certainly merit continued thought and support."

*Spaulding-Moss Company*

"May we add that we have found the data that we have received from you, since our affiliation with the Association most beneficial."

*Peoria Blue Print & Photopress Co.*

"We appreciate your help in obtaining this material for us. We are extremely short and it is going to be a great help to our plant."

*Recording & Statistical Corporation*

"May we take this opportunity to put into writing our praise of the 'Uniform Accounting and Cost System Book' received from you. It has been of considerable aid to us."

*W. A. Krueger Co.*

"Thanks very kindly for your letter in reference to the American Flag prints. Thanks also for the tip concerning material shortage on certain items. We are taking full advantage of this information at once."

*A. H. Mathias & Co.*

"We take this way of congratulating your Association, and those responsible for producing your books. You have a complete, workable, accurate, simple method."

*Iowa Lithographing Co.*

"The data which you have been sending us has been greatly appreciated and we trust that you will continue to send it."

*Webb & Bocarselski-Norris-Peters*

"I enjoy very much receiving the bulletins and such information. . . ."

*Utah Bank Note Company*

"We appreciate very much receiving the bulletins which you issue from time to time containing information that aids us in conducting our Photo-Offset Printing Department."

*Tri City Blue Print Co.*

"Your fine cooperation in this matter is only a small example of the fine assistance that we have had from your association, and Ben and I want you to know that it is greatly appreciated."

*General Printing Company, Inc.*

"I would be interested in receiving reports such as accompanied your letter: A most emphatic 'yes.' This material is excellent."

*Dando-Schaff Printing & Pub. Co.*

"Thanks for furnishing this information."

*The Stein Printing Company*

"Thank you for the information you sent to us regarding air-brush training."

*Sowers Printing Company*

"I hope that we are not bothering you with our request for information but you've been so nice about helping us in the past that we have two more problems we'd like to ask you about."

*Cullom & Ghertner*

"We thank you most kindly for the very thorough way in which you kindly enquired about the matter of ready-to-use plates or films, as per your favor of September 27th."

*F. Armida & Co.*

"Allow me to compliment you on your very fine work for the photo-lithographic industry and let me say that in any field with which I have ever been connected never have I seen or heard of any helps which could stack up with the ones you have furnished for this industry."

*C. Parker Loring*

"Thanks for your very kind phone call of this afternoon regarding the gentleman."

*Copifyer Lithograph Corp.*

"Received your letter containing the information we wanted on typewritten copy for Photo-Lithography. It has been most helpful."

*The Hutchinson Office Supply and Printing Co.*

"Such information is of great value to every lithographer."

*The Fox Press, Inc.*

"We are always interested in receiving information similar to that which you sent us."

*Foto-Lith Incorporated*

"We appreciate very much the service we are getting from your association; the cost figures and other information that you have sent us, are very valuable."

*C. W. Hill Printing Company*

"Your idea is an excellent one and one that will continue to keep the membership fully advised of happenings in the industry."

*C. B. Guthrie Tariff Bureau*

"This report is very good and covers many questions and their answers that so frequently bob up. It will be very valuable and helpful."

*The Gray Printing Company*

"Thank you for the courtesies extended Monday afternoon."

*Edward Stern & Company, Inc.*

"I believe that your method of disseminating information in the manner that you have done the above is highly laudable. It enables the apprentice to absorb this knowledge at once without the tedious process of discovering it through months and years of learning in the hard school of experience. It enables the already trained mechanic to check against his own method and to adopt the better of the two. You are doing splendid work."

*The Columbia Planograph Company*

"Appreciate this and trust from time to time you will send information of this kind."

*Clarke & Courts*

"As for me, alone, feeling my way in the dark, I found ONE reliable friend, ONE source of information, ONE place where I could get the right 'dope,' at practically no cost."

*Tanki Mail Advertising Service*

NATIONAL ASSOCIATION OF PHOTO-LITHOGRAPHERS

1776 Broadway, New York, N. Y.

447 Monadnock Block, Chicago, Illinois

# So It's a Wheat Field! So What?

Why, this is where bread begins. This is where the food for a nation begins. This is where a million dollars worth of printing is born . . . a million dollars worth of baking business . . . of trucks, and railroad tariffs and elevating fees . . . and fertilizer . . . and farm machines. This is a slice of America's granary.

That's the way it is with that mirror of modern advertising . . . Westvaco *Inspirations for Printers*.

Prepared for those who relish inspiration as they relish bread, *Westvaco Inspirations for Printers* is yours for the asking. Call your printer today . . . now . . . and ask him to send you Issue number 136. Study it with new

eyes. It is neither copybook, textbook nor primer. Then what is it? It is a collation of the choicest grain from the fields of printing that has done its job well. Printing that is doing what you want your printing to do . . . to bring you profits out of your investment in paper, text and pictures, type and ink.

**Printers of America!** This insert, with copy exactly as shown above, will appear in the September issues of a group of advertising magazines. Your Westvaco Distributor will, upon request, send you a supply of the current issue, No. 136, in order that you may forward copies, without delay, to those who may ask for them.



Threshing Wheat by Thomas Benton

Westvaco Inspirations for Printers number 136

# **TO EXECUTIVES: NOW YOU CAN HELP**

*Even More...*

New Treasury Ruling Permits Purchases  
UP TO \$100,000, in any Calendar Year, of  
Series F and G WAR BONDS!



The Treasury's decision to increase the limitations on the F and G Bonds resulted from numerous requests by purchasers who asked the opportunity to put more money into the war program.

This is not a new Bond issue and not a new series of War Bonds. Thousands of individuals, corporations, labor unions, and other organizations have this year already purchased \$50,000 of Series F and G Bonds, the old limit. Under the new regulations, however, these Bond holders will be permitted to make additional purchases of \$50,000 in the remaining months of the year. The new limitation on holdings of \$100,000 in any one calendar year in either Series F or G, or in both series combined, is on the cost price, not on the maturity value.

Series F and G Bonds are intended primarily for larger investors and may be registered in the names of fiduciaries, corporations, labor unions and other groups, as well as in the names of individuals.

The Series F Bond is a 12-year appreciation Bond, issued on a discount basis at 74 percent of maturity value. If held to maturity, 12 years from the date of issue, the Bond draws interest equivalent to 2.53 percent a year; computed on the purchase price, compounded semiannually.

The Series G Bond is a 12-year current income Bond issued at par, and draws interest of 2.5 percent a year, paid semiannually by Treasury check.

Don't delay—your "fighting dollars" are needed now. Your bank or post office has full details.

Save With . . .



## **War Savings Bonds**

This space is a contribution to America's All-Out War Program by  
**MODERN LITHOGRAPHY**

# SINCLAIR & VALENTINE CO.

## Gets Squarely Behind a "Good Thing"



... Yes, squarely behind L.T.F. Chemicals, packaged and ready for immediate use, created by the Lithographic Technical Foundation and acclaimed perfection by the foremost Lithographers in the country.

Time is money—and when you purchase packaged, ready-to-use L.T.F. Chemicals, you are buying tested materials and saving time, worry and work.

Yes Yes, L.T.F. ready-to-use Chemicals are indeed the talk of the Nation:

*Write, wire or phone for further information or for a practical demonstration in your own plant by one of our technicians.*

*No obligation is involved.*



## Ready to Use CHEMICALS

*\*Created and Sponsored by*

LITHOGRAPHIC TECHNICAL FOUNDATION, INC.

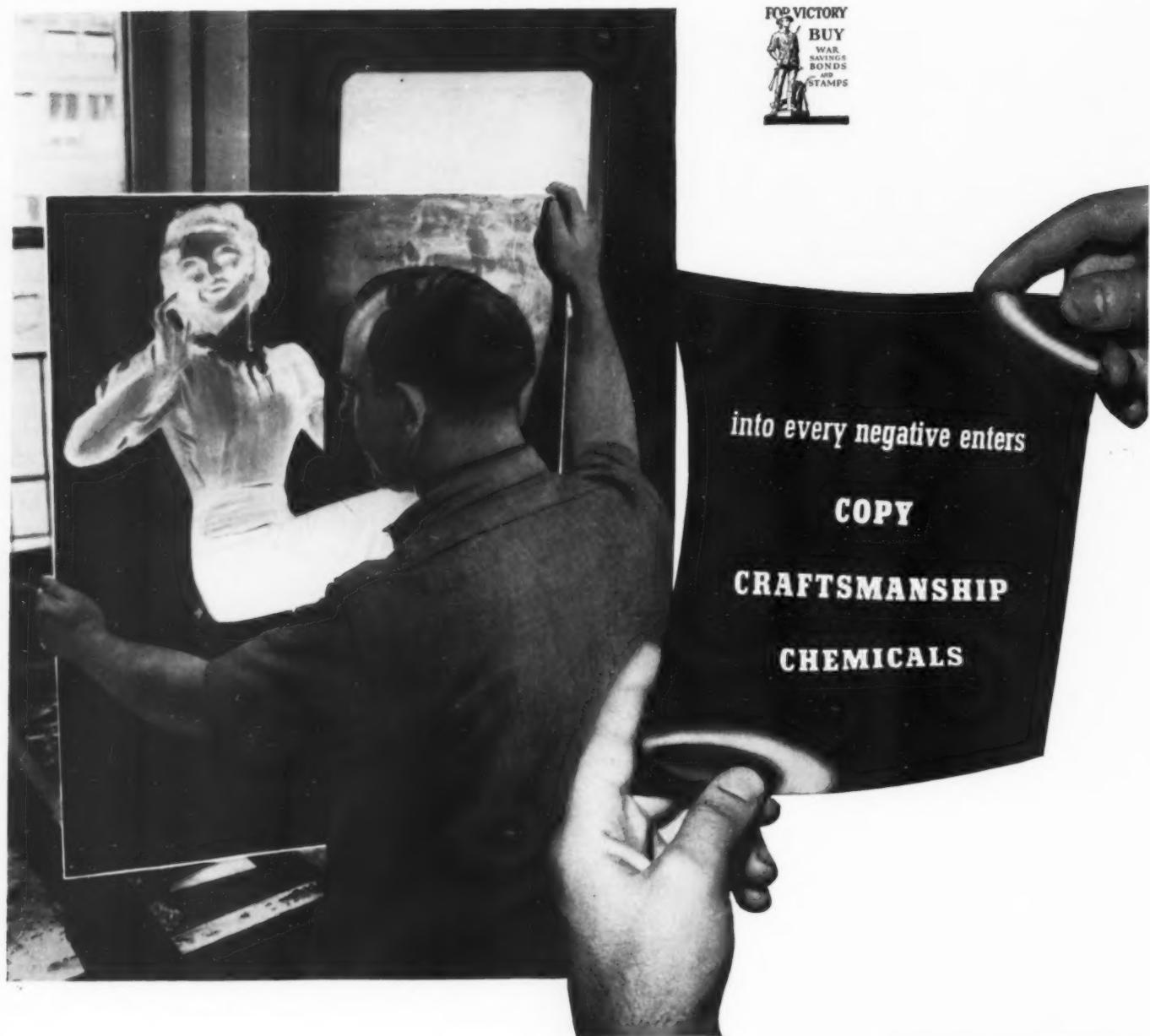


**Sinclair and Valentine Co.** Main Office: 611 West 129 Street, New York City

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**CRAFTSMANSHIP**

**CHEMICALS**

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**MERCK & CO. Inc. Manufacturing Chemists RAHWAY, N. J.**

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\* \* \* BUY UNITED STATES WAR SAVING BONDS AND STAMPS \* \* \*



\* \* \*

## In the Battle of Production

On the Home Front we're all in the Battle of Production—draftsmen and machinists, lithographers and papermakers alike. Paper and printing, as well as tanks and tankers, are vital to America's victory program.

Business conditions have changed in many respects, but business still needs a lot of printing—forms, records, letterheads, manuals, catalogs, price lists, envelopes, advertising literature, and the like.

There are dependable Eagle-A Papers exactly suited to every need—bonds, ledgers, writings, bristols, mimeographs, offsets, books, covers and advertising papers; also technical, industrial and special papers.



*Ask your Eagle-A Paper Merchant  
for samples, dummies and prices.*

AMERICAN WRITING PAPER CORPORATION  
HOLYOKE, MASSACHUSETTS

*Makers of the famous EAGLE-A COUPON BOND*



The PEEPS and **TANKS**  
of Advertising  
*run on* Champion Paper



Unmatched production facilities have made this country the arsenal of democracy. America *has* this capacity because her industries long have been the best salesmen on the globe, and have built more and more plants to serve the markets won through sustained advertising. In our economy, tank size advertiser and peep alike have achieved success that is the envy of all the nations. In this titanic struggle, it is American industry that comes through to win the war. Champion today is supplying materials for munitions, and business papers for Government. But its three great mills exceed the production that war demands of them, and customers large and small still are able to secure their needs from the complete Champion line.

**THE CHAMPION PAPER AND FIBRE CO., Hamilton, Ohio**

MILLS AT HAMILTON, OHIO . . . CANTON, N. C. . . HOUSTON, TEXAS

*Manufacturers of Advertisers' and Publishers' Coated and Uncoated Papers, Cardboards, Bonds, Envelopes  
and Tablet Writing . . . Over 1,500,000 Pounds a Day*

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# EDITORIALS

THERE have been ominous indications over recent months that many sections of American Industry — the lithographic branch included—are headed toward one of those periods when sales departments—faced with declining volume—begin to feel that they must get out their price knives on such volume business as is still being placed in an effort to keep their plants running at full blast.

It has been a number of years since we have had occasion to think seriously of the vicious effects of price wars. Price-cutting has not been a particularly serious subject of general concern since the depths of the great depression, the early thirties. The familiar figure of the downward spiral was one much used in those days to picture the effect of bitter and unrestrained price competition. The unsuccessful bidder who has lost an account strikes back to replace it—and either takes a compensating account outright or at least squeezes all the profit out of it in the struggle for possession. The whole industry finally ends up with the same or a smaller volume of business—but at prices far under levels previously considered profitable. Such was the unfortunate course in many fields during depression days.

How avoid such a downward spiral in the lithographic industry over the next year or two? Frankly we are not at all optimistic that disastrous price competition on a large scale for the declining volume of business *can* be avoided. Its effects can be minimized, perhaps, if the clear-headed and more far-seeing figures in the industry face the situation with courage and generalship now.

It is a hard decision to make to reduce one's levels of operations before being actually forced to do so. It is unpalatable at best to think of reducing operating force—cutting active and efficient presses off the

production line for the duration, but such a course may well be presently indicated for many a firm if it is to conserve its strength for the days of better business that will inevitably follow our return to the normal routine of peacetime operation. When the warning signals are out the cautious pilot trims sail in time, rather than hit the storm with all canvas up.



A YEAR ago the lithographic industry was greatly concerned over raw material supplies. There was much talk and worry over the imminence of paper and ink shortages, fear that plate materials, lithographic chemicals or rubber blankets would suddenly create production bottlenecks by dropping completely from the market. The great concern, it turned out, was largely unwarranted, as the shortages were in no case as serious as they might at first have seemed, and in any case declining volume of business has relieved the pressure on the demand side.

Possible man-power shortages have been pointed to as the dangerous threat for the months immediately ahead. Selective service has drawn a considerable number of the industry's skilled workers, and others have gravitated into war industries with their promise of higher pay and draft deferments. As it solved some of its raw material shortages, so may the industry attempt a solution of the labor shortage—by drawing on replacements—bringing a higher percentage of women into the industry perhaps.

It is to be hoped that the threat of a man-power shortage, like the raw material threat, will turn out in reality to be not so serious as it seemed. There is always, of course, the further ominous possibility that the situation might solve itself by still another drop in sales.

## EDITORIAL STAFF

MODERN LITHOGRAPHY introduces a new editor this month in the person of Wayne E. Dorland. Mr. Dorland, a graduate of Cornell University, has been closely identified with trade publications in the graphic arts field for fifteen years as editor of *The American Ink Maker*. He is co-owner of MODERN LITHOGRAPHY and has had general supervision over publication of the magazine for the past four years.

Richard Roley, former editor of the magazine, has joined the sales promotion staff of William E. Rudge's Sons. He will continue as a regular contributor to MODERN LITHOGRAPHY. He carries with him the best wishes of his former associates in his new duties.

Two new additions to the editorial staff of MODERN LITHOGRAPHY are also announced. Robert Long takes the position of associate editor and Mrs. Irene Sayre the post of technical editor. Mr. Long is a graduate of Parsons College, and for several years has been connected with the trade paper division of Reuben H. Donnelley Corp.

Mrs. Sayre is a well known lecturer and teacher on the technical aspects of lithography, having served on the staff of the Chicago School of Printing and Lithography from 1936 to 1941 as supervisor of plate and camera department. More recently she has been connected with Photopress, Inc., Chicago, as technical advisor and assistant production manager. Mrs. Sayre is a graduate of Dakota Wesleyan University. She is the author of "Photography and Platemaking for Photolithography."

### THE PUBLISHERS

# Photo-Lithographers Meet in War-Time Convention at Cleveland

MEMBERS of the National Association of Photo-Lithographers met at the Hotel Hollenden, Cleveland, July 23, 24 and 25 in their first war-time convention, a meeting incidentally which may well be the last meeting of the industry on a national basis until the war is over. The sessions attracted an attendance of approximately three hundred lithographers and suppliers, which was far under last year's record meeting, but a good turnout nevertheless in view of the summer date, the difficulties of travel and the present concern of the industry with troubles and complications imposed by operation under war-time conditions.

Lithographers who face such problems—and who does not—and who stayed home to work out their own solutions—made a tactical error, as the three-day session was crammed with practical and helpful suggestions for operating under a war-time set-up. Government officials and industry suppliers outlined the background of the raw material, machinery and labor situation, while several speakers dealt along very practical lines with the important problem of where new business is to come from to keep presses running in the lithographic industry. Talks by A. J. Fay of National Process Co., New York, "Handling a Sales Force During a War Period," and by J. L. Kronenberg, S. D. Warren Co., "Gearing Sales to Wartime," were particularly helpful in this latter connection.

The central theme of many of the other talks revolved about present and

future man-power shortages, which currently threaten to take the place of the raw material shortage bogey-man which had the industry so upset a year ago. Several speakers told lithographers that there is currently very little to worry about in supplies of paper, ink, and other lithographic essentials, but they painted a very somber picture as to the possible serious effects of a manpower shortage in the industry over the months to come.

Before adjourning, the group re-elected A. G. McCormick of McCormick-Armstrong Co., Wichita, as president of the association for another year, Harry E. Brinkman of Foto-Lith, Inc., Cincinnati, was returned as vice-president and George

E. Loder, National Process Co., as treasurer. Walter E. Soderstrom continues as secretary, Capt. L. B. Montfort as legal counsel and Russell Miles as midwestern secretary. The only change in the board of directors was the election of Chas. E. Mallett of Rand Avery Gordon Taylor, Inc., to the board to fill the vacancy created by the resignation of Herbert Mathias of A. H. Mathias & Co.

Returning to Ohio as the convention site for the second year in a row, the group found the same support and welcome from the local Cleveland group which made such a success of last year's Cincinnati meeting. Allen Frost of Copifyer Lithograph Corp. and Walter Horn of Horn & Norris

**Re-elect McCormick as president . . .**  
**Mallett named to board . . . Palmer,**  
**Blomquist warn of labor, equipment**  
**shortages . . . Fay, Kronenberg outline**  
**sales possibilities geared to war effort . . .**  
**New halftone screen, direct color separation process, among technical features.**

Co., both of Cleveland, served as co-chairmen of the local committee, and contributed much to the success of the gathering. Harry Porter of Harris-Seybold-Potter Co. acted as host to the convention party, contributing a pre-banquet cocktail party at which the entire convention group were guests, as well as a floor show and a complete photographic record of the convention. Gift boxes, the contents of which were contributed by twenty-two supply firms, were distributed under the direction of Harry E. Brinkman, chairman of a special Gift Box Committee.

The featured speaker at the opening convention session, the morning of July 23rd, was E. W. Palmer, head of Kingsport Press, now serving as assistant chief, Printing and Publishing Branch, War Production Board, Washington, D. C. Mr. Palmer brought his listeners the encouraging message that the government feels an increasing sense of the importance of preserving a virile civilian economy to support an efficient war economy. The graphic arts can aid in maintaining this virile civilian economy, he noted, by its important contribution toward building and maintaining morale at a high level. He emphasized, however, that all non-war industries must strive to get along on personnel and materials left over from the primary task of winning the war.

Pointing out that the next serious shortage which lithographers must face may well be a shortage of manpower, he reported that up to June 30 selective service had taken upwards of 10,000 employees from the graphic arts. In normal times, he advised, this deficiency might be compensated for by increased mechanization of the industry, but any trend in this direction is currently impossible in view of the preoccupation of machinery manufacturers with work on armaments. He forecast a high mortality rate among graphic arts firms, reporting that some Washington authorities estimate that as many as one third of the 43,000 firms in the graphic arts field may eventually be forced out of operation as a result of lack of customers for their output, or as

**A complete pictorial record of the convention was made by Shanti Bahadur, official photographer for Harris-Seybold-Potter Co., convention hosts. Additional contributions by H-S-P to the entertainment program were a pre-banquet cocktail party and a floor show at dinner.**

a result of shortages of materials, manpower or equipment.

Mr. Palmer told his listeners that WPB policy has been not to allow any plant expansion—only replacement of equipment essential to operation. This same principle has been applied as well to the Government Printing Office, he said. Of the much publicized and now thoroughly exploded "paper shortage," he denied that the original shortage story had originated with WPB. A buyers' panic, he said, was responsible for the unfortunate situation. Lithographers and printers are now free to buy paper ahead up to a six months' supply, he reported, such advance buying being encouraged to avoid transportation stringencies which might occur later in the year, the period September 15 to November 15 being expected to be a particularly trying one for the railroads.

Of much interest was Mr. Palmer's announcement that an Obsolete Plate Order would shortly be issued. (Now out—see page 36) Lithographers who do not turn in obsolete plates will be unable to get new metal. The order is expected to release some 200,000 tons of strategic metal within a very short period, he predicted.

Discussing the government attitude toward sales promotion activities, Mr. Palmer indicated that legitimate efforts in the direction of increased sales to the consumer would encounter no government objections. He emphasized, however, that the emphasis





**Unique in the convention program was a breakfast session, at which early-rising members took care of the formal association business. Novel, too, was the idea of stimulating early arrival at business sessions by drawing for a \$25 war bond at the opening of each session.**

should be on "essentiality" and that the government could not be expected to look with favor on attempts to recapture luxury markets.

AT the Thursday afternoon session J. L. Kronenberg of S. D. Warren Co. was the first speaker. His talk was punctuated with examples of new lithographed jobs which have been sold on the basis of war-derived themes, and gave his listeners some very valuable pointers on how to develop new business out of wartime needs and changes in living habits. The trend, he said, is away from booklets, folders, posters, etc., which are designed to sell, and is rather toward printed material which explains efficient use of scarce strategic materials. Mr. Kronenberg's talk is reported more fully elsewhere in this issue.

R. G. Patterson of Agfa-Ansco also addressed the Thursday afternoon session on "A Simplified Method for Direct Halftone Color Separations." The process described is of the direct separation type and uses but one piece of panchromatic film instead of four of orthochromatic film as in other processes. Advantages claimed for the process are that it does not require the service of highly skilled color retouchers, yet gives definition and depth in copy hard to get by normal separation methods. Mr. Patterson's paper will appear in full in the September and October issues of MODERN LITHOGRAPHY.

Completing the Thursday afternoon program, S. G. Hall of Eastman Kodak Co. offered suggestions

on "Color Photography for Photomechanical Reproduction." He made a number of practical suggestions for successful camera operation, warning the litho camera man particularly that he should not attempt to reproduce a greater range of brightness in his subject than the selected film is capable of handling. A number of hints on proper technique in working with "Kodachrome" were included. Outdoor color pictures showing distant landscapes, he reminded, are normally of low contrast because of intervening haze. Shadows in outdoor snow scenes, he observed, are blue, not black, while sunlight early or late in the day bears a close resemblance to artificial light. He predicted eventual perfection of a simple color printing process, and remarked that commercial use of color has been stimulated greatly by the increasing use of color film by the amateur photographer.

THE Friday morning session was preceded by a breakfast meeting for members of the N. A. P. L. The organization went on record as approving in general the purposes behind the recently organized Graphic Arts Promotion Committee, formed in New York last month to develop a campaign to publicize the important part which the graphic arts can play in winning the war. The board appropriated \$50 to defray a share of initial expenses of the new committee in organizing its fund raising campaign, which it is hoped may be successful in raising the sum of \$100,000.

Of particular interest at the Friday morning session was the talk of Archie Fay of National Process Co. on "Handling a Sales Force During a War Period." Mr. Fay, who directs the National Process sales force, gave generously of his store of very practical methods for stimulating sales, and really "opened up" in suggesting where sales potentialities may be found. He also outlined National's method of handling accounts of salesmen who have joined the armed services. Salesmen to whom such accounts are turned over, said Mr. Fay, are asked to split commissions with the service man who originated the

account, with the understanding that the old salesman is to take the account back when the war is over. Places are being held open for all National Process salesmen, and they are expected to return to the organization after the war is over.

Walter S. Marx, Jr., of Printing Arts Research Laboratories, Santa Barbara, Calif., addressed the group at this same session on a "New Chromatic Halftone Screen and Economies It Brings to the Lithographic Industry." His paper is covered fully elsewhere in this issue. Following his prepared address, which was illustrated with a number of lantern slides showing details of the screen construction and operation, there were numerous questions from the floor, the number and type of which would seem to indicate a very active interest in the new screen on the part of the industry.

H. W. Blomquist, deputy chief, Pulp and Paper and Printing and Publishing Machinery Section, War Production Board, brought the lithographic industry another slant on Washington developments at the Friday morning session. Referring to the numerous WPB orders, rules and directives, he paraphrased Winston Churchill to remark that "never were so many regulations understood by such a limited number of people." This lack of understanding, he added,



is not a reflection on any particular group, but has resulted simply from the complexity of the job that has had to be done. Most of the misunderstanding, he added, has been caused by an attempt on the part of the individual to interpret an order to mean what he wants it to mean rather than what the true intent may have been.

The basic governmental pattern in meeting the needs of industry in the present emergency, said Mr. Blomquist, has been to make certain that basic needs of essential industries are provided for, to reduce the use of critical materials in producing non-essential goods, and finally to conserve the supply of these essential materials by directing them into the most important channels.

"There is and will continue to be an important place for the lithographer in the war effort," said the speaker, noting "the increasing use of the process in providing for essential military needs. In providing for civilian requirements and maintaining morale, there will be an ever-increasing responsibility placed upon the lithographic industry. The absence of equipment for replacement purposes, however, and the scarcity of parts for repair and maintenance, make it absolutely essential that more care than ever be exercised in the operation of present equipment."

A. J. Math of Sinclair & Valentine Co., president of the National Association of Printing Ink Makers, was the final speaker at the Friday morning session. He reviewed the past and present supply situation on lithographic inks, emphasizing that there has never been any important shortage of ink colors although some poorly informed sources have occasionally contributed to the industry's fund of misinformation by spreading such stories. Mr. Math also reviewed the supply situation on a number of lithographic supply items, including molleton, flannel, alcohol, gum Arabic, rubber blankets, etc., all of which are currently reported to be in a better supply position than a year ago.

THE Friday afternoon session opened with a panel discussion on the topic "What Can We Do To Avoid Becoming War Casualties?" in which a number of litho plant executives participated. The group included Harry E. Brinkman of Foto Lith, Inc., William Stone of Copier Lithograph Corp., A. J. Fay of National Process Co., Rex C. Howard of Peoria Blue Print and Photo-press Co., William A. Krueger, Jr., of W. A. Krueger Co., and Penn R. Watson of Wm. J. Keller, Inc.

Typical of the attitude of the participants were the remarks of Harry





E. Brinkman who reminded his listeners that photo-lithographers "have always had an uphill battle against other strongly entrenched forms of printing . . . and will not allow such a thing as the present conflict to entirely disrupt their businesses.

"As tire, gas, telephone and rail rationing become greater factors in the lives of each and every one of us, it behooves not only us but all manufacturers to consider more strongly the use of direct mail in keeping contacts, when practically every other method has been eliminated.

"Even though many of these concerns have no merchandise to sell, it is absolutely essential that they keep their names constantly before their prospects and customers through some form of advertising. It is true that general magazine and trade paper advertising is necessary, but it is also a proven fact that in neither of these media is it possible to do the public relations job so necessary—a job which only well prepared direct mail can do. It is the job of every photo-lithographer at the present time to build up his own advertising presentation—to tell every prospect, every customer, what uses can be made of direct mail—how much more economically it can be produced by our method which uses fewer critical materials than other printing methods."

Frank C. Gerhart, assistant adver-

tising manager of The Champion Paper and Fibre Co., cleared up some of the past misconceptions about the true paper supply situation in his address "Is It Unpatriotic to Use Paper?" The United States, he reminded his listeners, "has vast stands of pulpwood and quantities of other paper making materials. Today, even with all European pulp cut off, there is still no interruption in our manufacture of paper. We are *not* dependent upon outside sources for our paper materials, our pulp ships *can't* be sunk because we have no need to import pulp."

Last year's buying panic, he attributed not to any immediate need for greatly increased tonnages of paper, but rather to a universal tendency of paper buyers to stock up while quality was still high and before prices should advance. At the peak of the buying wave, mill capacities were stepped up to 100% and over; yet the mills could still not keep up with orders. The catch was that *orders* were far and away ahead of *consumption*. There were nowhere near enough printing orders to match the mushroom paper demand that sprang up overnight and the buying wave finally wore itself out. Paper is plentiful today, Mr. Gerhart agreed, and with the government currently taking only about six per cent of present output, there is plenty of pro-

ductive capacity remaining to take care of the normal needs of paper buyers.

The final speaker at the Friday afternoon session was Joseph Machell of Stecher-Traung Lithograph Co. who touched on "Some of the Problems the War Is Giving the Lithographic Pressroom." His full address, packed with practical suggestions to pressroom foremen, appears elsewhere in this issue.

The Saturday morning session, as customary at N. A. P. L. meetings, was given over to a Clinic on Lithographic Production. The following experts from the lithographic industry and the supply trades assisted in answering a host of questions from the floor:

Andrew A. Balika, Copifyer Lithograph Corp.; Ted Belitz, American Colortype Corp.; Sigard E. Berg, Rightmire-Berg Co.; Henry Bruning, The Gerlach-Barklow Co.; Fred Burtanger, Reynolds & Reynolds Co.; Robert J. Butler, The Fuchs & Lang Manufacturing Co. (Division General Printing Ink Corp.); Gus Carlson, Harold M. Pitman Co.; Paul W. Dorst, Lithographic Technical Foundation; Richard W. Gardner, Eastman Kodak Co.; William Garretson, Sinclair & Valentine Co.; Stull Harris, Harris-Seybold-Potter



Co.; John J. Howard, Crane-Howard Lithograph Co.; L. W. Hraback, Sleight Metallic Ink Co.; Ernest E. Jones, Graphic Arts Corp.; Joseph Machell, Stecher-Traung Lithograph Co.; Myron T. Monsen, Thormod Monsen & Son; Jack Roser, Milprint, Inc.; Alfred F. Rossotti, Rossotti Lithographing Co.; R. W. Salzgeber, Hammer Dry Plate & Film Co.; John Skahill, Agfa Ansco; Herbert W. Wenske, American Graded Sand Co.; R. R. Wilterding, Ace Carton Co., and William H. Wood, Harris-Seybold-Potter Co.

The convention closed with a luncheon Saturday noon at which J. Raymond Tiffany, secretary of the National Graphic Arts Federation, spoke on "What We As Lithographers Can Do to Help Win the War."

**N**O account of the convention would be complete without a review of the contents of the gift box given every attendant—and a word of thanks to the firms whose contributions made it possible—and to the committee who prepared the boxes for distribution. Included among the twenty-two items was a photographic sponge donated by Du Pont, a war stamp book with first stamp already pasted in by F & L, lens cleaner from Mallinckrodt, key ring from Harris-Seybold, slide rule from Pitman, negative album from Agfa, pencils by Crescent and Hammer, matches by S & V and American Writing Paper, blotters by Lewis Roberts, calendar by Northwest Paper, first aid book by Bensing Bros. & Deeney, and other items which we have punished our memory unsuccessfully to recall.

Members of the Gift Box Committee assisting Chairman Harry Brinkman included Art Walker and Lou Beck of Harris-Seybold-Potter, new N. A. P. L. director Mallett, and the perspiring secretary of the association, Walter Soderstrom. So exhausted were the group after the long job of filling the boxes, that they had to be taken to the ball game to recover.

The Amalgamated Lithographers

were represented again at the Cleveland meeting with an exhibit. Robert Bruck, vice-president of the organization, was present as a convention visitor and was introduced at the Saturday morning session. Floyd Maxwell, secretary of the Lithographers National Association, another convention visitor, was also introduced to Saturday morning clinic attendants.

\* \* \* \* \*

In an attempt to stimulate early bird activity, drawings for war bonds were held as the opening feature of each session. Five war bonds of the \$25 variety, donated by the association, were won by Jos. Comer, Woodward & Tiernan, St. Louis, C. W. Ludlow, H-S-P, Cleveland, John D. Richards, Recording and Statistical Corp., New York, R. L. Ballantyne, Graphic Arts Corp., Toledo, and Stuart Arnett, H-S-P, New York.

\* \* \* \* \*

Another drawing—for a portable radio donated by David Rapport of Rapid Roller—was held at the banquet.

\* \* \* \* \*

A total of one hundred and seventy-five years of lithographic experience was crowded into the room of Clarence Dickinson one noon—in the persons of Martin Rudloff, of Isler Tompsett, Herman Bocorselski, of Webb & Bocorselski, Norris Peters, Inc., and Mr. Dickinson himself. Dick, a pillar of the industry we had always thought of as practically con-

#### **Charles E. Mallet, new member of the NAPL directorate**



temporary with Senefelder, turned out to be the junior member of the group, dating his lithographic experience back only fifty years.

\* \* \* \* \*

Martin Rudloff contributed several interesting items to our lithographic education. When he broke into the industry back in 1882, he had the privilege, he told us, of working his first year for free. With a year's experience behind him, he was then worth the princely sum of ten dollars a month. Later on by a number of years—after he had become a plant operator—he bought the first offset press put into operation in St. Louis. The seller, incidentally, was no other than Clarence Dickinson, and the press, they tell us, is still running.

\* \* \* \* \*

Herb Mathias and Ray Collins are on our black list for reserving seats at ML's banquet table and then failing to show up. They spoiled a good number by their absence, as secretary Soderstrom had arranged with the Hollenden chef to concoct one of those monster birthday cakes—with loads of gooey hotel icing—to be presented to the Mathias representatives with appropriate ceremonies at the banquet. Occasion for the presentation was the 50th anniversary of the organization of A. H. Mathias & Co., currently being observed. Sounds to us like Herb and Ray may have gotten wind of the proceedings and gone into a shrinking violet number.

\* \* \* \* \*

Of what purpose is a Turkish bath, said Archie Fay, when you have a New York Central club car as a substitute. Failure of the cooling apparatus kept the car on the New York convention train at fire-box heat as far west as Buffalo. Archie, unmoving in one corner of the lounge, managed to take off twelve pounds and wash his shirt at the same time without it ever leaving his back.

\* \* \* \* \*

We discovered a fellow-Cornellian in an old friend, J. B. Smith. Sure proof of the authenticity of his claim was provided by his familiarity with

the second verse to "Far Above Cayuga's Waters," known to none but Cornellians. J. B., incidentally was a Latin teacher, before turning to the lithographic industry. And where, now, would a Latin teacher learn all those Scotch stories?

\* \* \* \* \*

Another pair of Cornellians turned up in the persons of Mr. and Mrs. Joe Machell, Jr. The son of the well-known Stecher-Traung lithographic expert is connected with the Army Map Department at Fort Belvoir. We ran across them with the senior members of the Machell quartet in the Graphic Arts room one evening. Going far beyond the hotel variety of hors d'oeuvres, Mrs. Machell, senior and junior, located and smuggled into the premises a late supper of spare ribs, much enjoyed by the entire group.

\* \* \* \* \*

"Miss Cleveland," who acted as hostess at the Dayco booth, made an important contribution to convention atmosphere by pinning a rose on each convention visitor at every session. Then, surprisingly enough, she turned up at the convention in the role of cigarette girl, passing out cigarettes, also with Dayco's compliments. It was the only time we had ever met one of those gals with the trays without it costing us money.

\* \* \* \* \*

Well visited oases around the convention circuit were the rooms of Harris-Seybold-Potter and Rutherford. In each room earnest groups of lithographic students were periodically observed examining finely lithographed specimens of playing cards. So great was their interest in their work that at many times they seemed completely oblivious to their surroundings, pausing only at long intervals to punctuate their admiration for the specimen cards with such remarks as "raise you two bits," "three women," "I'm standing pat" and other equally curious expressions of admiration.

\* \* \* \* \*

While on the subject of cards we are reminded that Lee Rosenstadt instructed in subtle technique of "gin

## NEW MEMBERS OF THE NATIONAL ASSOCIATION OF LITHOGRAPHERS

Ace Carton Corporation	Chicago, Ill.	McGill Photo Service	Mobile, Ala.
M. L. Amoreaux	Chicago, Ill.	North State Publishing Co.	Hammond, Ind.
A. R. Barnes & Co.	Chicago, Ill.	Progressive Fine Art Co.	Milwaukee, Wis.
Brown & Bibby, Ltd.	Liverpool, Eng.	Photo Litho Plate Graining Co.	Cleveland, O.
Chicago Litho Plate Graining Co.	Chicago, Ill.	Rapid Roller Co.	Chicago, Ill.
Colorgraphic Offset Co.	New York, N. Y.	Ringer Press	Chicago, Ill.
Copy Cats Ltd.	Peoria, Ill.	Frank C. Rauchenstein Co., Inc.	St. Louis, Mo.
Dayton Rubber Mfg Co.	Dayton, O.	Roberts & Porter	Chicago, Ill.
Drury Printing Co.	Dayton, O.	Reynolds & Reynolds	Dayton, O.
Eureka Specialty Co.	Scranton, Pa.	School Pub. & Spec. Ltd.	Saskatoon, Sask.
Frye & Smith, Ltd.	San Diego, Calif.	Stewart-Taylor Company	Duluth, Minn.
Graham Paper Co.	St. Louis, Mo.	Somerville, Ltd.	London, Canada
Goodspeeds	Riverside, Calif.	Sleight Metallic Ink Co. of Ill.	Chicago, Ill.
Horn & Norris, Inc.	Cleveland, O.	Workman Manufacturing Co.	Chicago, Ill.

rummy" on the return trip. The pupil was Morris Schlosser who begged Lee for the sake of the Schlosser rummy reputation not to preserve the score.

\* \* \* \* \*

A pair of soda water fanciers who brought their own soda with them were Dick Brady and Tom Leach of Whiting-Plover. We have known for a long time that paper men take their water seriously, but this was the first time we had run into a pair who toted cases of it around the country with them. Incidentally, we hope we expressed our thanks for the case they turned over to us.

\* \* \* \* \*

The F & L rooms, with John Devine and Bob Butler as hosts, played to a steady crowd.

\* \* \* \* \*

And just one floor below, in 763 Tony Math and Rudy Gadjos held open house for S & V. No, there was no truth in the rumor that they were tapping a joint pipe line.

\* \* \* \* \*

We had the pleasure at the convention of introducing our new technical editor to one of our severest critics who has long insisted that, as the very minimum, the editor of a

lithographic trade paper should at least know a lithographic press from a cheese press. The young lady who has taken up the burden of Technical editing *ML does!* She is none other than Irene Sayre—lecturer and writer on lithographic subjects—and practical plant operator as well. Imagine she could tell even said critic a thing or two about a lithographic press!

\* \* \* \* \*

At the Godfrey Roller booth, Messrs. Squibb, Colehower and Jones were kept busy passing out those handy mits that they give away as souvenirs. We were told that they were stretched to oversize by the ham-like hands of Howard Colehower—former Penn football star. Wonder if Howard had one of the mits on the evening that near-sighted Cleverlander ran into the back of his hand?

\* \* \* \* \*

The hard-working camera man at the cocktail party was one Shanti Bahadur—present at the behest of Harris-Seybold-Potter Company to make a pictorial record of the convention. Something tells us, incidentally, you will see more of those fine pictures. The idea, as we get it, is to send individual prints to all identifiable subjects.

# WARTIME LITHOGRAPHY

## . . . Myriad sales opportunities uncovered in new approach

Says J. L. KRONENBERG,  
*S. D. Warren Company*

HERE have been many hints that the lithographers' market today, is thin, because many users are out of the market. There have also been indications that some users of lithography will come back into the market and thus bring an improvement in the present condition.

For one thing, there is the matter of inventories. We are familiar with instances where large advertisers had all of their 1942 booklets printed in 1941, and where large manufacturers bought, in 1941, enough labels to last through 1942. Because of various restricting conditions it is likely that these inventories will last longer than expected. Yet with the passing of time, inventories will be consumed and those buyers will come back into the market. That's one probability for improvement.

A second probability for improvement lies in the fact that some existing uncertainties will be dispelled. For instance, a company making devilled ham and food spreads cannot proceed with its projected advertising campaign until it finds out if it will be classed as an essential food producer. If not, they will get no cans. Now, they are being allowed cans on a temporary basis; meanwhile, they are examining other possibilities for packing. Once they know where they stand they will know what they must do. Then their advertising may be large in volume—or small, but at any rate

it will be an increase over the present—which is nothing.

Other businesses are in the same fix. Once they get the final news, even if bad news, then they will have to print something to guide their organizations and their customers.

A third probability for improvement exists in plants that have been converted to war production. To date, the process of converting has occupied their attention at the expense of everything else. But after conversion has been completed and earnings are viewed in relation to taxes, advertising is likely to receive attention again. There have been evidences of a trend in this direction over the past few weeks.

So if things are allowed to take their natural course some improvement is to be expected.

However, it is quite likely that most of you don't want to sit back and wait for the natural course of events to start your presses rolling once more. In all probability you are more interested in doing an aggressive selling job, selling the sort of lithography that can be, and is being, sold today.

We receive hundreds of samples of current printed pieces in the Specimen Exchange of the S. D. Warren Company. From a study of these we note certain current trends in the use of printing—trends indicative of the selling course to follow, and upon which you can capitalize.

The first contribution of printed material in these times is to provide important educational services. There

is a decided trend toward this type of literature.

Intelligent business men realize that unless they are vocal today, they will have no voice in planning the sort of world we shall live in after the war. That is to say, business must not only do a good job, but it must educate the public to appreciate the good job it is doing. Otherwise business may not enjoy public confidence.

Under educational services can be listed the function of teaching the American public to appreciate the American business system and to understand the services of business.

For example, the New York Telephone Company has issued an illustrated booklet entitled "How Your Telephone Calls are Counted." The text carefully explains a complicated mechanical operation in such a way as to remove a source of irritation from the mind of the subscriber who reads the book.

The Consolidated Edison Company of New York has distributed many thousands of a similar book "The Story Behind Your Electric and Gas Bill," the title of which is self-explanatory. It helps the consumer to check his bills against his meter.

Another particularly interesting specimen is a booklet "Meet Henry Cotter—Your Druggist," published by the Bristol Myers Company. This large pharmaceutical manufacturer explains the function of the retail druggist in an informal way, thus promoting friendly relations between druggist and manufacturer and between the druggist and his customers.

\* Before 10th Annual Convention of the National Association of Photo-Lithographers, Cleveland, July 23 to 25.

Years ago businesses, in general, were owned by an investor class that was trained to comprehend ordinary accounting terms and forms. Now the ownership of business is divided among millions of stockholders who are unschooled in the formal accounting language and who prefer to learn about the businesses they own in simple terms. To educate this important portion of the public as to the services of business some progressive companies are providing printed literature to their investors.

The Cook Paint and Varnish Company has chosen its annual report as a means of educating its stockholders as to the service the company is rendering. A giant center spread with dramatic graphs illustrates where income came from, how it was spent, and shows the firm's relative position in the industry.

Hygrade Sylvania Company has provided the shareholder with a profusely illustrated report which also uses the "pictograph" type of graph to enable the average person to comprehend trends at a glance. The R. G. LeTourneau Company uses graphs and illustrations to explain its finances and its services to stockholders.

Such Annual Reports are an indication that intelligent business is aware of the necessity of educating its stockholders and is not afraid to spend the necessary time and money to do an effective job.

Along similar lines, but sent also to stockholders at intervals, is Allis Chalmers' "Victory Production News," a regular employees' house organ containing the current news of the large organization.

Another educational service which some businesses are now providing, is to help consumers differentiate between the various available qualities and to select the most fitting.

The Chatham Manufacturing Company makes four grades of blankets ranging in price from \$5.00 to \$15.00. Their folder suggests that the prospective buyer analyze her requirements, balance the specification of the four grades, and choose the blankets needed. The specifications for the four grades are complete, in-

cluding such items as size, weight, durability, warmth, color fastness and shrinkage.

The Home Economics Department of the Hoover Company has issued a book "How to Choose and Use an Electric Cleaner." It is a two-in-one booklet, planned for the use of the consumer and also designed to fit into school courses in Housekeeping or Home Management. It includes definite information to aid in the selection of an electric cleaner.

An important contribution along these "quality" lines is "Buying Guide to the Thriftier Cuts of Meat," now being distributed by the American Meat Institute. The booklet is small and designed to fit into a lady's handbag so the book can readily be used at the meat counter.

Certainly as goods become more difficult to obtain during the war period, consumers are going to exercise greater care in purchasing, and it behooves manufacturers to help the consumer with factual information now, particularly if they hope to sell the same market after the war.

**M**ANY manufacturers are so involved with war work that they have no goods for their customary markets—others are unable to get the materials required to serve their usual markets.

Some such concerns are using the printed word to teach customers to squeeze the maximum of service from the products which they possess and to extend the life of these products.

An example of this, issued by the U. S. Rubber Company, "Four Vital Spots," is a guide to help automobile owners get more and safer mileage out of tires now on their cars.

"Wartime Tractors," the Ethyl Corporation, is a colorful book to help the farmer obtain full horsepower from his tractor and from every gallon of gasoline he uses. It contains not only useful information but four pages designed as a Tractor Maintenance Record and as an Expense Record so that the farmer may jot down vital information.

Another educational job that industry is faced with today is that of

explaining the availability and shortage of materials.

For instance one day not long ago, on each seat of each car of every train on the New Haven Railroad appeared the first issue off the press of "The Riders' Digest." This new house organ contained articles on the use of trains for vacations this year, on the difficulties in operating a dining car these days, on the reasons why railroad employees can't answer questions on military secrets. I don't doubt that the railroad's passengers are now more tolerant as a result of the reasonable explanations furnished in the booklet.

The Aluminum Corp. of America issues a monthly News-Letter to keep its civilian ex-customers posted as to progress made in the application of aluminum to the war effort. It explains the reasons for the shortage of this material.

My own company, the S. D. Warren Company, has from time to time issued printed material designed to indicate the fact that there is plenty of paper available. Such pieces as "The Facts About the Availability of Paper" and "Conservation and Hysteria" are examples of the use of printing to indicate that some materials are still plentiful.

During the war period we are all learning to use substitutes. Some businesses are intelligent enough to know that they must teach users to understand the effect of substitutes and to adjust themselves to their use.

The Plymouth Cordage Company has issued the Plymouth Rope Emergency Service Book, discussing the government restrictions on the use of Manila fiber. In part, it explains that the new ropes are only 75% as strong as the corresponding products formerly manufactured by this company. The book furnishes complete guides for the use of the new substitute ropes so that users will experience a minimum of inconvenience.

Another highly satisfactory method of explaining the use and care of substitutes has been utilized by the American Viscose Company in a package insert entitled "How to Get the Most from your Rayon Stockings." The

package insert enables the consumer to read the essential information at the time she opens her first package of rayon stockings.

Knowing that business will be transacted after the war, some businesses are carefully keeping their customers posted on research and development. In that way customers may keep their thinking up to date, and will be ready for new post-war products.

One of the most interesting descriptions of current research has been produced by General Motors, the 32-page book "Research Looks to New Horizons."

"What about Tomorrow?" is the title of a colorful folder produced by the Hercules Powder Company. Even though this concern is totally engaged in war work it wants its old customers to keep their thinking in tune with its own thinking. It is an invitation to those in the process industries who are looking past the present emergency, to confer with Hercules about their future requirements.

More elaborate is "America Sings" issued by the LeBland Machine Tool Company, a firm that will have nothing to sell to its regular customers for a long time. An inspirational theme is combined with a description of the company's new products. This should help develop a post-war market for LeBland.

Of course, research is not controlled exclusively by the large well-known companies. Some smaller concerns are doing development work just as spectacular as the large companies. The Cincinnati Milling Machine Company has issued "Chip Formation, Friction and Finish," presenting steps in the development in the process of metal cutting. Furnishing helpful information like this should help this and many other concerns, form the friendships that will be so valuable in the post-war era.

Not only must industry do the educational work which we have just discussed, but it must provide incentives to keep our war workers operating at a maximum efficiency. This is the second main reservoir of lithographic business today, and so long

as we are in this war it is likely that printed material will be necessary to provide incentives to increase war production.

No doubt you have seen many of the factory posters which have been designed to stimulate war workers. One group in our files employs as the theme, the increase of production through the reduction of lost time. Some of the copy in this series reads:

- 1—Do you want to lose the war?  
Turn off the alarm clock—go back to sleep.
- 2—Do you want to lose the war?  
Just loaf in the washroom.
- 3—Do you want to lose the war?  
Don't go to work—you're a skilled worker—let the boys at the front worry.
- 4—Do you want to lose the war?  
Stay away from work—you got a pocket full of dough.

"Slowdowns" is a word we have read frequently in the newspapers. The word represents a real problem to some plants. Posters are helpful in the elimination of the problem. Again, under the aforementioned theme:

- 1—Do you want to lose the war?  
"Forget it son . . . the old way is good enough—besides it'll make our jobs last longer."
- 2—Do you want to lose the war?  
"Take it easy son . . . you've done enough for the day."

Posters are also effective in reducing production losses due to carelessness, and thousands of posters have been used to maintain at a high point the morale of plant workers.

It is recognized that poor food causes war workers to lose time at the job. Consequently, the elimination of malnutrition is a big wartime task.

The H. J. Heinz Company has produced a booklet titled "If He Works by Night." It is directed to the wife or mother of the war plant worker whose days are geared in reverse. It provides tempting and well balanced menus that are suitable for the man on the night shift, pointing out that good meals lead to less fatigue and irritability.

The Pet Milk Company's booklet "Recipes for Victory Lunch Box Meals" does a similar job.

The American Can Company in its booklet "Help Make America Strong" points out how homemakers can help their country by getting the family into good food habits.

There are even some municipalities in the war plant area, such as Bridgeport, Connecticut, which themselves have issued lunch box recipe folders for war workers' families.

Less spectacular, but just as important perhaps are the many booklets that are making new workers feel at home in strange surroundings.

"Partners in Revere" issued to new employees by the Revere Copper and Brass Products Company is indicative of the trend. The booklet describes the company, its organization and policies. Some of the captions will give you an idea as to the contents:

- "Elderly Employees"
- "Hours and Wages"
- "Bonus Plan"
- "Progress Report"
- "Benefits and Services"
- "General Instructions"

Allis Chalmers has issued a series of inspirational booklets for its employees. That is another way of impressing the worker with his importance in the all-out war effort. Other concerns use an annual report to employees, similar to a stockholders report to maintain high morale.

There has been a noticeable trend toward the use of employee house organs in recent months. Employee house organs like the Royal Typewriter Company's "Royal Standard" and the Electric Storage Battery Company's "Exide Booster" provide news to workers, local gossip, and explain how the company's products are used in the war effort. They provide the worker with a justified sense of importance.

Companies like John LaBlatt Ltd., brewers, which are not in direct war work also find house organs important in keeping employees happy in these days of competition for workers. It is well to remember that house organs,

(Turn to page 55)

# "Let's Buckle Down and Help Win the War"

**That's the plea of A. G. McCormick, NAPL president, in address at lithographic convention last month. Interesting highlights were . . .**

**T**HE lithographic industry, along with all other industries is confronted at the present time with the one big problem of winning the war. It places all other problems in the background. We must see to it that we do everything practically possible to win this war because the freedom of the 130 million people in the United States and countless millions all over the world depends on us winning it. We can't do business with Hitler.

Compared to many other industries ours has had very few problems. If our product was made of steel and was not a product for our armed forces, then we would really have something to worry about. Then if we couldn't change over to the manufacture of war materials we would be out of business. Most lithographers and printers are not faced at present with this peril. As I see it, we have three major problems: (1) to get sufficient business to keep our plants busy; (2) to keep our manpower and organization intact to produce this business; and (3) to make plans now for the post war period.

The first problem, that of keeping our plants busy, can be solved. Our industry serves all other business and professional life with a necessary product, and experience has shown that whenever one customer or group of customers is forced out of business another customer or group springs up with new demands to maintain volume. Sure, sales are tough to get but there are many orders waiting

to be developed and our job is to develop them. We'll just have to dig.

The next problem is keeping sufficient manpower to produce the work. While war production is the first consideration of all of us, this fact, however, leads many of our personnel to feel disturbed over their failure to get into factories making planes, guns, tanks and other war materials, and overlook the importance and need of the work they are doing in their own jobs. Those in the graphic arts industry who are not especially needed in war plants, can well remember that the production of their own industry is vital to the continued operation of both the armed forces and the many necessary functions of civilian life without which the armed forces could not be supported.

The following is from one of our trade papers. It is addressed to apprentices, but is equally applicable for graphic arts workers generally:

"The army and navy are run on paper, and this paper is printed or lithographed. The newspapers and the magazines are doing a great work in keeping up public morale. Many shops are doing defense printing, turning out everything from office forms to targets, from first aid books to instructional manuals. Business must continue, certainly not as usual, but enough to sell the goods that makes the business, to pay the taxes to keep the war going. The printer and lithographer are important individuals in the winning of the war."

I believe thinking like this goes a long way toward helping us to keep our manpower. The grass on the other side of the fence always seems to be greener to some. The defense industries seem to be on the green grass side. These industries do perhaps offer more money just now, but our industry is a steady one, continuing year in and year out.

There are few industries which offer a steadier income to employees. Let's explain this to our people and let them know that just because they are working in our industry is no reason why they are not doing their part to win the war.

We must continue to sell our industry to our employees by fair treatment, regular wages and we must endeavor to do everything that helps promote a better relationship with our employees.

The third big problem is planning for the period after the war. It may seem premature, but in my opinion there is no time like the present to start building a file over in the corner of things to be done when peace comes. We must develop new ideas and have them ready when we need them.

The convention program was built with the idea in mind of helping you solve these three big problems along with all our other minor ones. So let's just buckle down and do our jobs even if it is tough. We can't bury our heads in the sand and say "Let the other fellow do our constructive thinking."

# War Demands Improved Shop Standards



**Substitutions, scarcities and man power shortages call for an overall audit of every branch of lithographic operation**

**By Joseph E. Machell\***

Stecher Traung Lithograph Corp.

**T**ESTED standards and methods of operations employed in the average lithographic press room must be used now more than ever before. If you are not using an established, standard method in the use of materials and operations, your problems will multiply. You should test materials that you are using and establish by practical methods a system whereby you can apply your materials more efficiently, particularly since it is now necessary to use certain substitutes in the making of a great many lithographic materials.

For instance, the study of a damper roller is an important item in successful press operation. Has the man who sews them been properly instructed as to how that little stitch in the seam should be made? Has the thread that he is using been given consideration? Is he pulling a perfectly good piece of flannel or molleton to pieces in his sewing operation, thereby causing uneven dampers and excessive water in one place and not enough in another because of the holes in this particular damper? Has consideration been given to the storing away of damper materials so they are protected from moths and other

corrosive agents? Has the roller itself been painted at the core, thereby eliminating rust which causes corrosive action and swelling in different spots and which in turn causes uneven dampers?

The press roller should have particular care at this time regardless of whether you are using synthetic rubber or oxidized oil type. Using the proper cleaning solutions in wash-ups, putting the rollers away in storage in cool, dry and dark areas is important. The rollers that are in operation should receive more rigid and more regular inspections than ever before because of the shortages of these materials. The setting of rollers and the cleaning of them regularly and often is just as important as any part of the press.

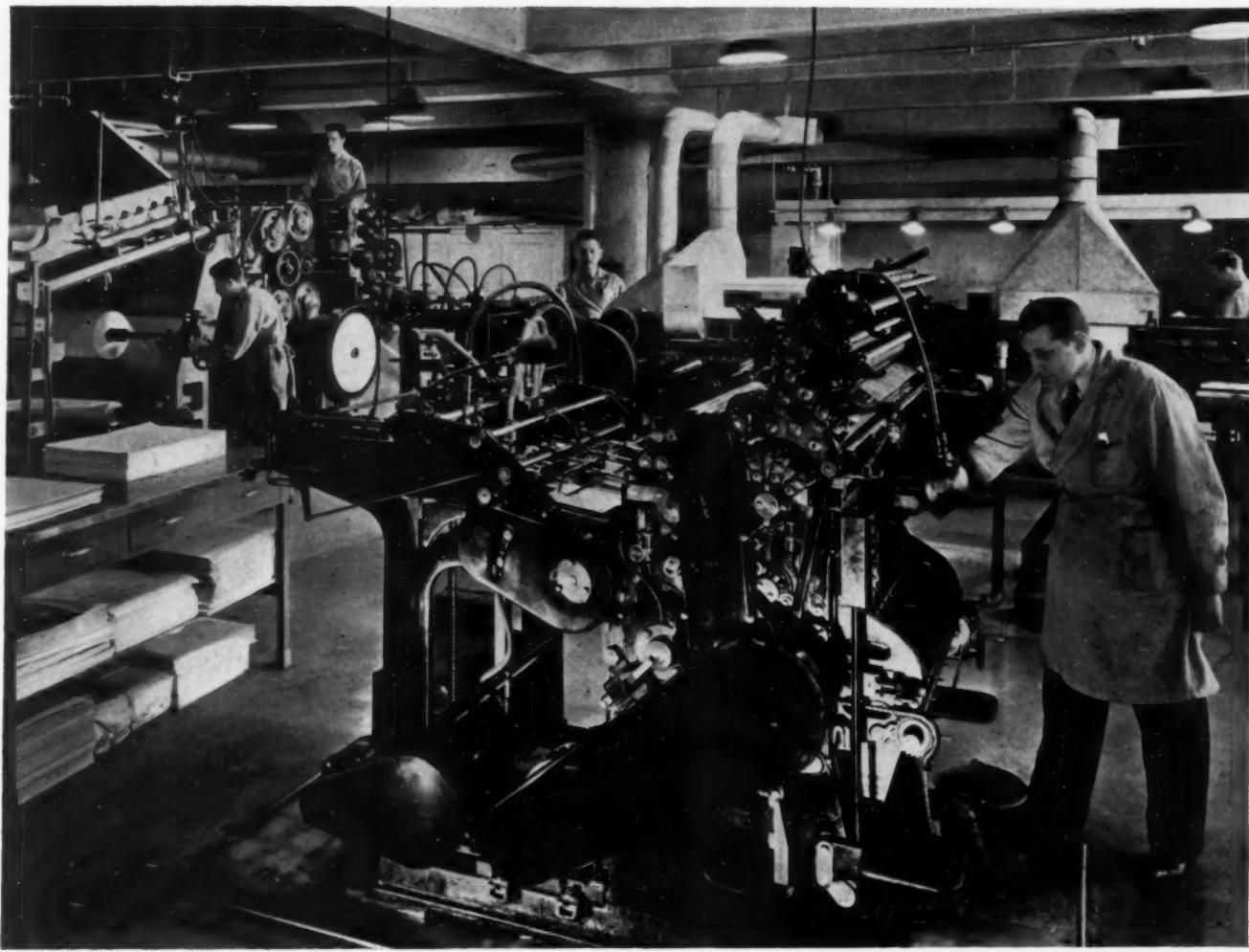
Now about handling of inks. I have seen a good many lithographic shops that have small cans of inks stored away on shelves. These cans have been opened once or twice and were you to inspect them you would probably find that some individual had gouged out a few ounces of ink and left the contents in an untidy state instead of taking the amount of ink he wished and leveling it off, thus preventing skin from forming on an uneven surface. This causes waste,

and if you could figure it out in dollars over a number of years it would astound you. Therefore, a method should be developed so that the waste and spoilage of ink can be prevented and its conservation provided for.

Paper is also an important item. Everyone has his own fixed ideas for handling paper and of course I have mine. I will pass along to you some of the ways and means I have used. To start with we make a great deal of use of the sword or paper hygrometer developed by the Lithographic Technical Foundation. It is used in the paper seasoning department, in the chemical laboratory and also in the press room. We have established standard methods for the use of this instrument and if there is any great change in the paper, it is immediately detected before even going to the press. Fortunately for us our paper seasoning room and press room are air conditioned and we have a reasonable control of the moisture content of all paper we use.

Nevertheless, even though you might not have an elaborate air conditioning plant you can develop ways and means of checking the paper condition, thereby establishing certain standards that are useful. We are very particular as to how the paper

\* Before 10th Annual Convention of the National Association of Photo-Lithographers, Cleveland, July 23 to 25.



is stored. The seasoning of paper is timed so that most all of our paper arrives in about the same condition at the press. This is very essential when one has established standard formulas for inks, grain of plates and the formation of screen dots in the various types of art work. Having built our material standards so that one dovetails with the other, you can easily understand that if the paper should have a terrific variation in moisture content, it would immediately upset a great many other operations. By this I mean our make-ready, our press grains, our pressure adjustments, our roller adjustments and dampers. The viscosity and tack of our inks are made to conform to our treated paper. All our operations are an integral part of a standard system.

The same standardization should be in operation for your make-ready. If transfers, whether made by hand or photo composed, have been laid out

absolutely square and the plates measured accordingly, the pressman is thereby enabled to get the register within a few minutes rather than a few hours. The setting of rollers, pressure and dampers, can be done by standard methods and each man in the department trained to always follow the standard method. This will not only help to increase the efficiency of the make-ready operation, but it makes every man responsible for his particular job. And where you are constantly having to change men it makes it a much easier thing to do.

I think personal lectures to the men concerning this part of the job have more than proved themselves. The average worker in the press room is always willing to respond to an idea when he knows it is going to be for his benefit. We also should lecture to our people regarding the shortages of materials and why they have to be more careful than ever before. We have done this sort of thing at

Stecher-Traung and our employees have responded wonderfully.

**W**e also have endeavored to teach all of our men several jobs by moving them from small single color presses to small two color presses and then to large two color and four color presses. This same idea was used in regard to the feeders and the helpers. We did this because of the fact that so many of our men are leaving for the Army and going into war production jobs. It became necessary to make our press room as versatile a unit as possible. I can assure you that it has been working out very successfully and up to this time a great many worries of where we are going to get help have been eliminated. The superintendents and the foremen, having been away from actual contact with the operation of a press and consequently out of practice, should also be brought into this

(continued on page 35)

# SAVE THAT NEGATIVE!

WITH business declining and materials growing scarce, photographers may have to work a little more carefully and save that negative instead of shooting it over. It might be interesting to go back to the old formula morgue and dust off a few formulas which have been laid aside. With many operators going to war, and new operators substituting, work probably will not run as smoothly as it should.

Take the case of the process operator who finds that he has to make a set of dry plate positives from color separation negatives which are badly balanced. Here is something from the archives of 1905 which is still useful.

## CONTROL OF CONTRAST

By keeping Metol and Hydroquinone in separate solutions and mixing them for use in varying proportions, a wide range of contrasts can be obtained from the same negative.

Metol is a soft working, detail producing developer, whereas Hydroquinone produces greater density and contrast. From a standard formula the only contrast control possible is to vary the exposure and the dilution of the developer with water. Further corrections, however, may be made by making a change in the developer. For this purpose the following stock solutions have often been found very practical.

(M)

Potassium Metabisulphite

1 oz. and 75 grains

Metol ..... 1 oz. and 75 grains

—it may not have to be shot over again if some of these materials-saving formulas are consulted.

By I. H. Sayre

Sodium Sulphite .2 oz. and 175 grains  
Potassium Bromide ..... 80 grains  
Water to make ..... 32 ozs.

(H)

Potassium Metabisulphite  
1 oz. and 75 grains  
Hydroquinone ..1 oz. and 75 grains  
Sodium Sulphite .2 oz. and 175 grains  
Potassium Bromide ..... 128 grains  
Water to make ..... 32 ozs.

(C)

Sodium Carbonate  
9 oz. and 262 grains  
Water to make ..... 32 ozs.

These concentrated solutions will keep well if properly mixed and stoppered. In the first and second solution, or (M) and (H), the Metol and Hydroquinone should be fully dissolved before the Sodium Sulphite is added. The (M) and (H) solutions may be used separately or in any proportion desired and an equal portion of the third, or (C) solution, added, then the whole mixture diluted with three times its volume of water.

For a normal developer, take one part of the first solution (M) to four parts of the second (H), and add five parts of the (C) solution then dilute the whole with fifteen parts of water. Some brands of high speed plates will require a more dilute solution than this, even up to thirty parts of water.

To make positives from very flat negatives, the second solution plus an equal amount of the third may be used alone, i. e., just (H) and (C) solutions. The best mixture is obtained by using one part of solution (M) to ten parts of solution (H) to eleven parts of solution (C), however.

To make positives from very high negatives, the (M) and (C) solutions may be used with a very small proportion of solution (H) and the specified dilution with water.

With a high proportion of the first or (M) solution in the mixture, the image will appear quickly but will gain density relatively slowly. With

a high proportion of the (H) solution in the mixture, the image will appear slowly but will gain density more rapidly. By making a few tests and noting the proportions used, this system of development may be very useful in saving a set of poorly balanced negatives. These formulas are also useful in making very large blow-ups of screened prints and particularly useful where a blow-up is made by projection from a screened negative, as in the latter problem the positive becomes too contrasty under a straight Hydroquinone developer such as D-85.

#### PARA DEVELOPERS

SPEAKING of D-85 reminds me of the trouble often encountered with paraformaldehyde developers, particularly in warm weather. Since the effectiveness of these developers depends upon the activity of the paraformaldehyde, they often lose their "punch" before the developer can be used up. Paraformaldehyde is gaseous and should be kept in small containers which are well sealed. A container should never be allowed to stand open but for the briefest possible interval of time. When the gas is allowed to escape from the paraformaldehyde the accelerator is feeble and a conversion to real black silver does not occur. The negatives are gray looking. In the making of half-tones, this is very damaging to the shadow detail. Violating all the rules of mixing a developer, some operators measure out all of the ingredients of D-85, for example, taking the accelerator out of its container last, then using very warm water (about 125° F.), they dissolve the sodium sulphite first completely, then add in rapid succession the rest of the ingredients giving the mixture a brief shake-up between each item, filling the bottle with cold water to reduce the temperature immediately upon completing the formula. It is to be understood that the formula is compounded strictly in its regular order. The claim is that in this way, the paraformaldehyde developer loses less of its potency since the free hydroxide being generated in the solution does not escape during mixing. As a spike

for D-85 or other paraformaldehyde developers which tend to go flat too soon, the following formula is very popular.

Water .....	96 oz.
Sodium Sulphite .....	12 oz.
Hydroquinone .....	6 oz.
Sodium Hydroxide .....	5 oz.
Potassium Bromide .....	4 oz.
Water to make .....	1 gal.

It takes only a small amount of the above solution, from two to four ounces usually to a quart of the paraformaldehyde developer, to spike the latter and get a good snappy half-tone with good shadow dots.

If you are troubled with having to develop under temperatures that can not be brought above 50°F. (some operators are so troubled in winter), the following developer may solve your problem.

#### (A)

Hydroquinone .....	3 1/5 oz.
Potassium Metabisulphite ..	3 1/5 oz.
Potassium Bromide .....	3 1/5 oz.
Metol .....	2/5 oz.
Water .....	128 oz.

#### (B)

Potassium Hydroxide ....	6 2/5 oz.
Water .....	128 oz.

Take equal parts of (A) and (B).

**I**RENE SAYRE, new technical editor of Modern Lithography, is a practical plant technician as well as author, teacher and lecturer on lithographic camera operation and plate-making. She brings to her new duties the background of many years' experience in the industry.

#### STRAIGHT LINE REDUCERS

The following continuous tone reducer gives a result between the curve of Farmer's Reducer and the Ammonium Persulphate Reducer. Farmer's Reducer cannot be used without unsatisfactory results on any negative which has not strong shadow detail as it attacks the weak deposits of silver. This, of course, makes for extreme contrast and loss of shadow detail. Ammonium Persulphate Reducer, on the other hand, attacks the highlights and reduces them first, so that a flattened negative results. Further, the Ammonium Persulphate Reducer is very uncertain in that it often seems to be very inert and then suddenly becomes very active.

For a smooth acting straight line reducer which brings greater reduction in the highlights than in the shadows, a 2½ percent solution of Potassium Cyanide colored pale yellow with a 10 percent solution of Potassium Ferricyanide has been found very satisfactory. It takes approximately 4.8 grains of dry chemical to one ounce of water to make a 1 percent solution.

In speaking of Farmer's Reducer, here is a fact that is often forgotten. Just any mixture of hypo and potassium ferricyanide will not do for etching. Certain strengths of these solutions do not etch the edge of the dot, and thus reduce its size, but reduce the center too fast, rapidly producing a gray dot. The strength of the ferricyanide is important. The proper strength for dot etching is 5 parts of 30 percent potassium ferricyanide solution to 100 parts of hypo solution. The strength of the hypo may be varied, but the ferricyanide should always be in the same ratio.

#### DYES AND STAINS

Some black dyes when used for intensifying dry plates show a tendency to turn green or blue. The dye is usually not at fault, but the plate is not free of hypo and this results in the stain. By washing the plates more carefully under cold running water, these stains can be avoided. A weak solution of ammonium hydroxide in water will usually remove them.

# *a new chromatic* HALFTONE SCREEN

A NEW chromatic halftone screen and a process for its use were introduced at the recent meeting of the National Association of Photo-Lithographers in Cleveland by Walter S. Marx, Jr., of Printing Arts Research Laboratories, Inc., Santa Barbara, Calif. Mr. Marx's talk was copiously illustrated with slides, a few of which are shown in this article.

The claims made for this screen are that it makes highlight halftones and renders line-work practically free of all screen pattern as though made without a screen of any kind. Mr. Marx explained that both of these things are done photo-automatically and involve no new skill or special training.

Copy to be used with the chromatic screen is prepared just a little differently. The artist uses a different kind of "water" to thin down his color. Nothing else changes. This "water" is sold by the Harold M. Pitman Company and Printing Arts Research Laboratories, Inc., as "Fluorographic Solvent." It is an out-

growth of the Fluorographic Process of Highlighting which has been in use in the United States since about 1938.

The object of the "Fluorographic Solvent" is to absorb all the ultraviolet light thrown over it by the photographer's arc lights. In this way the parts of a drawing not covered by the solvent are able to reflect ultraviolet light into the camera in such a way as to plug out highlights and backgrounds. The "Solvent" is invisible on the copy, and remains invisible. Back in 1938 it used to go brown after a few months, but that fault, it is stated, has now been remedied. Fluorographic Solvent now remains colorless.

Artist cooperation is necessary to the use of the Chromatic Screen. Art copy is just as much an integral part of the photo-reproduction process as plate-making, halftone photography, press work, or any other operation in the reproduction of that copy.

An extremely light tone on copy marked for highlighting is one of the most difficult things a halftone pho-

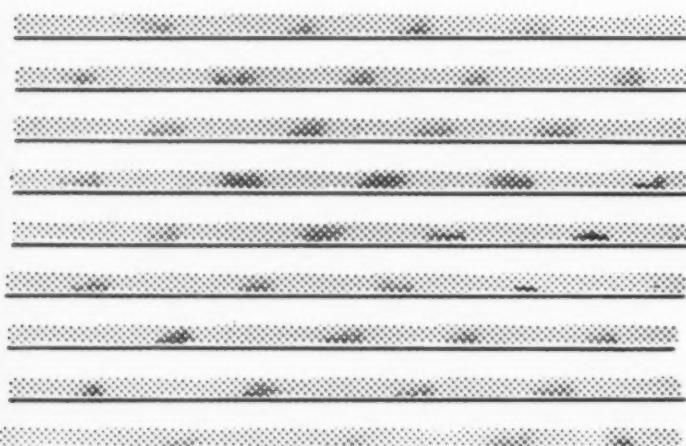
tographer has to contend with. When the dots in the background or highlight areas are eliminated, the dots in the light tones of the wash drawing are usually lost too. A complex subject can require many hours of hand work on the negatives to reproduce the desired tones.

A slide used by Mr. Marx showed a Fluorographic halftone of highlighted copy made with one exposure only. The tones were smooth and the values seemed undistorted.

## How the Solvent Works

All the areas of the drawing, except the highlight areas are painted with the Fluorographic Solvent. An exposure is made then in the usual way. This is followed by a supplementary exposure with an ultraviolet filter which drops out the highlights. The ultraviolet light reflected from the Fluorographic areas of the drawing is absorbed by the filter, and only the untreated, or highlight areas, of the drawing reflect the light in the supplementary exposure. Hence the negative is blackened, or closed up, in

*Fig. 1. Narrow band of wash drawing with Fluorographic Solvent used and pen line running underneath. Photographed with Chromatic Screen.*



*Fig. 2. The same strip of wash drawing with Fluorographic Solvent photographed by a Conventional Screen.*

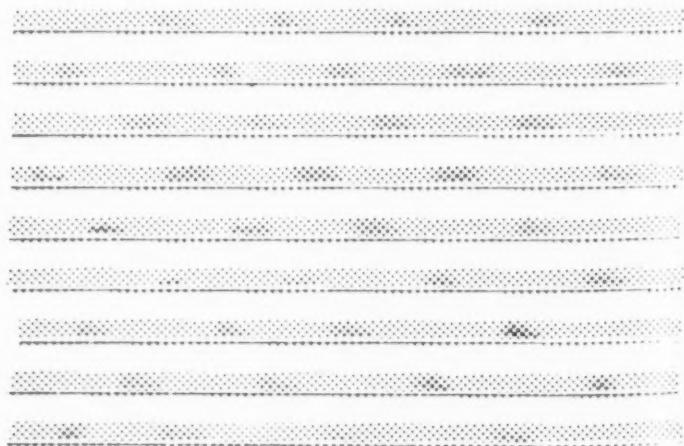




Fig. 3. Illustration Enlarged. Conventional Screen left. Chromatic Screen on right.



the highlight areas and no dot can be printed therefrom.

#### How the Screen Works

Fig. 1 is an illustration of a subject that is really a difficult one. The washes of light tone are narrow (about  $\frac{1}{8}$  inch on the original drawing) and a thin continuous black line runs along under each band of wash, separated from it by a distance of about two dots. To make a highlight combination negative by hand work would be difficult. Masking or stripping would be even more impractical because the design is so

minute in character. A very accurately made double-print might reproduce it properly but the time involved probably would be out of all proportion to the seeming simplicity of the design.

This illustration was made to show the space between the black pen lines and the extremely light washes about them. Notice that they are separated by just about the width of one pen line. Before making a chromatic screen picture, a Fluorographic Highlight Halftone was made with the conventional screen for comparison (Fig. 2).

In using the Chromatic Screen, no flash exposure was used, and no filters. The photographer simply opened

and closed his lens once and developed his negative in the regular way. A slight waviness was apparent at occasional points along the pen lines but in comparing it with the conventional screen shot a marked improvement was seen. When a plate made from this negative is printed in its normal size, the appearance of the black lines is very good.

Above (Fig. 3) is an ordinary wash drawing reproduced by the conventional screen on the left and the chromatic screen on the right. The pen lines in the picture on the left are heavy and broken, on the right they are as thick as the lines on the copy, and broken only where a flash dot happens to coincide with the line itself.

If line work of still greater accuracy is required, it may be secured by applying black patches as a mask over the line work during the flash exposure.

Below (Fig. 4) is a bit of type from a magazine photographed through a conventional screen, top, and through the Chromatic Screen, bottom. The Chromatic Screen has rendered this 8-point type much more sharply.

Fig. 5, below, shows another interesting feature of the Chromatic Screen. On the right hand side of the Chromatic Screen picture where the type runs through the tone areas, the

(Turn to page 39)

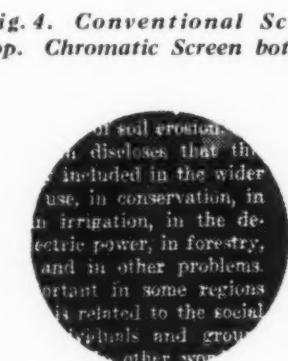
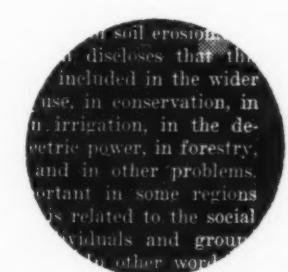


Fig. 4. Conventional Screen top. Chromatic Screen bottom.



ation, in the de-  
power, in forestry,  
other problems.

Fig. 5. Conventional Screen above. Chromatic Screen below.

ation, in the de-  
power, in forestry,



# Washington Letter

By Jay A. Bonwit



THE major phase of squeezing down the civilian economy has now been completed by the War Production Board, and the lithographic industry can look to the present pattern as a fair index of what to expect for the duration of the war.

This is not to say that other restrictive measures will not be placed over particular phases of civilian industry. Shortages may occur in yet unsuspected places; transportation may require tightening up in some quarters.

However, in large degree, the WPB program for limiting the civilian economy in order to provide the essentials of the war effort has been put into operation, and the recent reorganization of the WPB was based on this premise.

The reorganization—or “realignment” as it was called by WPB Chairman Donald M. Nelson—recognized that the program of curtailing and converting civilian industry has been accomplished, and that from here on the issuance of limitation orders affecting particular civilian industries will not be a large factor.

From this the lithographer can obtain a clearer picture of the extent of his business dislocations due to the limitations on the civilian economy.

While the impact in certain fields may be felt at a later date than in others, the pattern of the civilian economy in the war picture is more or less established.

However, a considerable production development is still in the offing, one which is designed primarily to alleviate the strain placed on the civilian economy by the war effort. This step is the so-called concentration of industry, by which essential civilian production will be concentrated in certain plants and regions.

Concentration of industry has been applied in both Britain and Germany, both of which have been in war production over a considerably longer period than this country. It is believed that the United States has now reached the stage in war production where this development in civilian production is necessary.

Actual operation of this plan is still in the future, although one industry—the stove industry—has been ordered to concentrate production among the smaller units in the industry. Essentially, however, this phase of operation is still in the stage of study.

It is indicated, nevertheless, that certain plants, to be known as “nucleus plants,” will be designated as those which will be permitted to con-

tinue in operation at, or near, the limit of their plant capacity.

Concentration of industry is not likely to affect the lithographic industry specifically. However, the program will likely be applied to many segments of the broad range of civilian industries which the lithographic industry serves.

While so far no definite plan for industry concentration has been formulated, the indications are that the types of industries where it will be inaugurated will be those (1) where some or all the firms are needed for war production, and can be converted; (2) where WPB orders have so restricted production that economic operation of all firms in the industry is not possible, and (3) where large segments of the industry's production are in areas of shortages in labor, transport, power or warehouse facilities.

The general plan will be to keep small plants in operation, while the larger plants will be placed in war production, and to locate the nucleus plants in the areas where the shortages of labor and other factors do not exist.

It is also intended that concentration of industry should be accompanied by standardization and simplification of products, and in addi-

tion that concentration should not foster post-war domination of an industry by one or a few firms.

While this development will be accompanied by some dislocations in advertising, there will be opportunities in the maintaining of good will for closed down plants, and in keeping brand names before the public.

It is of interest to note the industries in which concentration has been effected in Great Britain. These industries include bedding, bicycles, shoes, braces, carpets, corsets, cutlery and razor blades, fountain pens, gloves, hosiery, jewelry, leather goods, linoleum, musical instruments paper boxes, photography, pianos, pottery, sports goods, toilet preparations, toys, umbrellas, iron and steel, glazed tiles, woodworking, jute, silk, wool, cotton and rayon, paper mills and sheepskins dealers.

The complex problem of adjusting the printing and publishing industry's price structure to the price control policies of the Office of Price Administration is expected to be resolved through two expedients—an amendment to the General Maximum Price Regulation and a separate regulation.

It is indicated by Government sources that the likelihood is for continued exemption of books, magazines, periodicals and newspapers, and the services related to them, including lithography, and that there will be a more careful delineation of what constitutes such publications. With such a determination, the OPA expects to be able to bring certain phases of the printing and publishing industry under some type of price control.

A program for release of obsolete plates in the hands of the graphic arts industry is being carefully worked out by the WPB with the dual objective of releasing the large stores of metal in these plates, while at the same time to control their flow into the scrap markets of the country.

It is estimated that there are some 200,000 tons of metal in obsolete plates in the many printing and publishing units of the industry, and release of such a large quantity of metal must be controlled to make the best possible use of it without jamming the distributive channels.

Indications are that what was expected to develop into a transportation bottleneck has now been adjusted to the extent that rationing of transport facilities will not be necessary.

While it is possible that some developments may alter this picture, the outlook is for a general easing in the transportation picture, primarily as the result of ODT orders which have foreseen the possible dangers and taken action to forestall them.

This outlook holds good in the paper supply picture, where despite the current overall good supply, there is still the possibility that transportation difficulties might cause an eventual paper shortage. However, it appears that the supply will be adequate for the remainder of the year at least.

Principal objective of the standardization and simplification program for the paper industry contained in

Limitation Order L-120 is to conserve equipment and machinery. In essence, the limitation order will bring about a concentration on the production of paper necessary for essential war and civilian uses, with the elimination of grades and weights among the specialty papers for which there is not much demand.

Important to the industry is the issuance of Order M-11-b, which sharply restricts further use of zinc by lithographers.

Preliminary study of the order indicates that it may restrict lithographers to use of only 50% of the number of zinc plates they put into operation during 1941. There are possible loopholes for more favorable interpretation, however, and the net effect of the new order on the industry cannot be accurately evaluated until official interpretations are forthcoming.

#### Improved Shop Standards

(from page 29)

educational program in order that they may be able to do their part should the occasion arise.

I might add that a foreman or superintendent should never get so far away from press operation that he could not operate a press equally as well as any man under his supervision. Before the war is over he may have to turn pressman.

Therefore, it behoves all of us to train our employees to follow definite standards in the substitution of materials, the conservation of the materials they are using, and in handling their presses. In addition to being a patriotic duty now it will improve relations between labor and management, thereby helping to cut costs. Perhaps you will then be enabled to meet costs on some of the so-called low priced jobs I know you have been asked to bid on. The reason why some of these jobs go for such a low price lies, as I see it, in standardized shop practice. Standardized shop practice might enable you also to compete with the competitor whose prices are low. So check your standards, improve them where possible, teach your people a little more about the job they are doing and become a little

closer acquainted with your own employees, because this cooperative spirit is needed more now than ever.

•

#### Chicago Craftsmen Elect

The Chicago Club of Printing House Craftsmen, at their annual business meeting, last month, elected the following officers for the coming year: president, Arthur W. Brooks, American Colotype Co.; 1st vice president, Robert B. McCarthy, W. F. Hall Printing Co.; 2nd vice president, Clifford W. Johnson, Harvester Press; treasurer, Joseph J. Skach, D. F. Keller & Co.; recording secretary, Russell Olander, 20th Century Press; financial secretary, James R. Anderson, 20th Century Press.

•

#### Employing Printers Exhibit

The Eighth Annual Exhibition of Printing of New York Employing Printers Association, Inc., will be held October 26, 27, and 28 in the Hotel Commodore, New York.

The Exhibition is being planned to show how printing produced in New York City is helping to further the war effort, and also is continuing to serve as one of the "indispensable tools" of business.

# War and Lithography

Please bear in mind that the war picture is a rapidly changing one and that this is a monthly report. The facts reported herein represent the latest available information at the time of going to press. They may change overnight.

METALS were in the spotlight this month, as additional restrictive government orders applied further checks to use of critical materials in the lithographic industry and the graphic arts as a whole.

Latest and perhaps most important development of the month was the issuance of the expected Obsolete Plate Order on August 5. After October 1, lithographers and printers may not acquire any new metal until they certify on purchase orders that they are holding no obsolete plates. Purpose of the order—to clear out stocks of old electros, cuts, stamping dies, zinc and aluminum litho plates and gravure cylinders. Not included in the order are stereos and standing type. Obsolete plates are defined as: newspaper printing plates not used for one year; book printing plates not used for four years; container printing plates not used for one year, and all other categories of printing plates not used for two and one-half years. Stock and standard cuts are excluded.

The regraining or other preparation of a planographic or intaglio plate for re-use is considered "use" of the plate, according to the order, and a plate is not to be considered

obsolete when there is an assured future use for it. These latter paragraphs from the order are of particular importance to the lithographer and upon how they are interpreted by the WPB will depend the industry's future position. Another point of interpretation, not yet straightened out, arises in connection with the definition of plates for container printing. Will the WPB interpret this to include plates for labels as well as for folding boxes? The Lithographers National Association has advised its members in a recent bulletin that conferences are currently being held on these questions of interpretation of the order and decisions will soon be available.

Perhaps of even greater concern to the industry was the issuance of Zinc Conservation Order (M-11-b) on July 24. Under its restrictions—as now interpreted unofficially—no lithographer may put into production in any calendar quarter new zinc plates in excess of 50% of the number of new zinc plates he put into production in the corresponding quarter of 1941. A possible loophole for the lithographer is the proviso that the restrictions shall not apply "for use in chemical and industrial plants to

the extent that corrosive or chemical action makes the use of any other material impractical." Does this give the lithographic user an "out"? The answer will depend on an official interpretation now being sought from the WPB. Another section of the zinc order provides that no zinc is to be used after September 1 in manufacture of a series of articles including cameras, developing machines, enlargers, printing machines, projectors, etc.

Still another important new order affecting use of metal by the lithographer is General Limitation Order L-188, covering manufacture of Loose Leaf Metal Parts and Units. Manufacture of such parts had previously been prohibited under Iron and Steel General Conservation Order M-126. The new order L-188 will allow a limited use of metal in the manufacture of certain types of loose-leaf bindings, says a late LNA bulletin. The original restrictions have been eased to allow use of no more than 7½% in any one quarter of the weight of iron and steel used in such production during the calendar year 1941. Another section of the order lists a group of prohibited styles and parts, further production of which was to cease on August 3.

Add Metal Item—The use of iron and steel in the manufacture of art calendars (bearing no advertising imprint or name) is subject to the limitations of General Limitation Order L-29. This order covering the use of metal in signs (interpretation includes calendars) has prohibited use since July 1 of items where the total weight of metal in the sign is in excess of 5% of weight of sign. Calendars containing advertising or the name of a person or company however, are defined as "advertising novelties" and in their case Order M-126 controls. The latter completely stopped use of steel and iron in "advertising novelties" after August 3. The lithographer's only recourse is to appeal on Form PD-500 to the local WPB office for permission to use up stocks of calendar sheets and metal strips now on hand.

(Turn to page 39)

# EASTMAN PLATES

## for Finest Color Work



Dot etching detail in a  
30 x 40-inch negative.

**Kodalith Orthochromatic Plates Antihalation**—Strongly green sensitive. Extreme contrast. High degree of uniformity.

**Kodagraph Contrast Process Ortho Plates Antihalation**—Fine grain. Extreme contrast.

**Kodagraph C.T.C. Panchromatic Plates Antihalation**—Direct-halftone color separations.

**Eastman Tri-X Panchromatic Plates, Type B, Antihalation**—Continuous-tone separations. With and without a matte surface.

**Eastman 33 Plates Antihalation**—Fine grain. Blue sensitive. For continuous-tone positives. With and without a matte surface.

**Wratten Panchromatic Plates Antihalation**—For continuous-tone separation negatives.

**Eastman Infrared Sensitive Plates**—For the black printer, either direct or indirect.

**Eastman Super Ortho-Press Plates Antihalation**—For the "red" and yellow printers in the Kodak Fluorescence Process.

**I**N color-reproduction work, maintenance of exact size is only one of many essentials. Whether it's a question of high contrast, long scale, panchromatic ability, or speed—you'll readily find the right combination of qualities in the wide selection of Eastman plates. Ask your Eastman demonstrator to help make the best choice for the particular job.

Eastman plates are all supplied in the full range of standard sizes up to and including 30 x 40 inches. Sizes 22 x 28 inches and larger are on 3/16-inch (.190) glass, and plates 11 x 14 inches and larger have ground or beveled edges.

*Order a representative assortment of types and sizes from your Graphic Arts dealer.*

*Graphic Arts Sales Division*

**EASTMAN KODAK COMPANY, ROCHESTER, N. Y.**

## *Brighten Up Your Sales*

. . . and your customers, too, with "Light Up Your Letterhead"—an inspiring and freshening technique of letterhead design . . . a Sales Plan, *not advertising*, sponsored by Fox River. Here's a practical and profitable approach to successful letterhead business at a time when you need it most. It is our way of *working with* our customers—Lithographers who *use* Fox River Papers. The Book of the same name contains twenty demonstrations of "illuminated" headings, and its companion piece, "How to Light Up a Letterhead" shows you how, easily and interestingly. At your request we will be glad to have them shown to you.



*"Light Up Your Letterhead"*



**FOX RIVER PAPER CORPORATION**  
APPLETON, WISCONSIN

Simplification and standardization of paper are carried further in new WPB Limitation Order L-120, reviewed more fully on page 41.

A more sympathetic government attitude toward advertising is reflected in recent developments. Particularly encouraging is the statement of President Roosevelt to the Advertising Federation of America that advertising has "a worthwhile and patriotic place in the Nation's total war effort." Striking the same theme is Donald Nelson's acknowledgment that the graphic arts can play an important part in maintaining a virile civilian economy to support the most efficient war effort.

Giving further definition to government policy is the following direct quotation from paragraph 51, page 14 of "Explanation of Principles for Determination of Costs under Government Contracts—War Department—Navy Department."

"As a general rule advertising is an inadmissible item of cost, on the reasoning that advertising is not required in order to do business with the Government. However, certain kinds of advertising of an industrial or institutional character, placed in trade or technical journals, not primarily with the object of selling particular products but essentially for the purpose of offering financial support to such trade or technical journals, because they are of value for the dissemination of trade and technical information for the industry are not really an advertising expense to effect sales so much as an operating expense incurred as a matter of policy for the benefit of the business and the industry. Here again the contractor's accounts should provide for suitable analysis to distinguish between possibly admissible and inadmissible costs."

An important meeting between representatives of the leading lithographic employer groups, spokesmen for lithographic workers and government representatives was held in New York last month. The meeting is reported to have been called to prepare the background for possible establishment of an Industry Committee for

the Graphic Arts. The agenda at this preliminary meeting were confined mainly to discussion and definition of the general problem and the outline of what might be considered a fair basis of representation for the lithographic industry on a general Graphic Arts Industry Committee.

Add. Items: Ink container sizes sharply limited. WPB Conservation Order M-136 cuts allowable number of ink container sizes from 222 to 16 . . . Priorities Regulation No. 13 "unfreezes" stocks of certain "frozen"

inventories, allowing sale to Government agencies or to sources from which "frozen" materials were purchased . . . Cellophane Limitation Order L-20, prohibiting use of cellophane in window cartons, now liberalized to permit use in cartons for packing food products . . . Amendment to Ink Order M-53 expected to permit use of Phenolic resins and glycerol phthalate resins in gloss overprint varnishes, gloss inks and non-scratch inks, prohibited by the original order . . . Lithography not subject to consumer credit restriction.

#### New Chromatic Screen

(from page 33)

type maintains somewhat more of its continuous quality than it does in the other picture. In the word "Forestry" the first "r" is broken in the upper conventional screen picture, but remains continuous in the lower Chromatic Screen picture. Also the "o" and the "e" have held better identity and definition right through the tone in the lower picture than in the upper one. Note the distorted serifs at the foot of each letter in the reproduction made by the conventional screen. These serifs stay reasonably straight in the lower picture.

The chromatic screen is composed of red colored rulings like the conventional 1-1 cross line screen. The reddish rulings are opaque to that portion of visible light which affects orthochromatic negative materials. On the other hand these rulings are almost entirely transparent to ultraviolet light. Therefore these rays go through the screen as though it was not there at all, thus recording the line work and highlight areas without screen pattern. In the areas where no Fluorographic Solvent is used, the white light is absorbed or reflected by the screen rulings just as it is in a conventional screen. Also, as usual, the white light is diffracted by the edges of the rulings to provide the conventional variation in dot sizes.

The questions asked of Mr. Marx at the close of his talk were as follows:

Q. "Is the Chromatic Screen made photographically?"

Mr. Marx: "Only partially so."

Q. "Can the Fluorographic Solvent be used to highlight commercial photographs?"

Mr. Marx: "Yes it can be used for retouching photographs and will not stain."

Q. "Does the use of the Solvent tend to leave a sharp edge at the drop-out line?"

Mr. Marx: "No it does not."

#### Comments of Technical Editor:

*Since the Chromatic Screen is used in the camera as a projection screen just as the conventional screen is used, it carries the same characteristic faults of the conventional screen in loss of middle tone values. There is, however, great advantage in the screen for use in black and white wash drawings and in highlighting photographs, though in the latter careful handwork is required.*

#### Printing Education Ass'n Elects

Fred W. Miller, director of the Masonic Home School of Printing at Fort Worth, Texas, was elected president of the National Association for Printing Education. Elected as vice-president was Harold G. Crankshaw, printing instructor at Central High School in Washington, D. C. Staley Berryman, printing instructor at Evansville High School, Evansville, Indiana, is treasurer. Remaining as executive secretary is Floyd C. Larson, composing room superintendent of the Masonic Home School of Printing at Fort Worth.

LETTING YOU IN ON THE GROUND FLOOR



## ADENA HALFTONE OFFSET

A crack investment! Pays dividends in customer-satisfaction, profit and repeat orders.

So . . . get in on the ground floor with Adena Halftone Offset . . . give your patrons the best we've got and the best you've got: Adena Halftone Offset!

Won't shrink, stretch, strain or curl. When you use Adena Halftone Offset, solids are free from mottling or muddy effects. Easy to handle on press, too.



Save money by shipping via Miami Valley Shippers' Association.

GREETING CARD  
PAPETERIE

Embossed and Decorated

## CHILlicothe PAPERS

A BUY-WORD  
FOR HIGH-GRADE

THE CHILlicothe PAPER CO.  
Chillicothe, Ohio

MAKERS OF QUALITY OFFSET, LITHOGRAPH AND BOOK PAPERS



*This is no  
White Elephant  
IT'S BLACK!*

We have no white elephants at Gaetjens, Berger & Wirth. ECLIPSE DEEP-SET BLACK sees to that. Neither have any of our customers, the growing volume of lithographers from north to south and east to west who are using ECLIPSE. But you may have a white elephant, a white elephant in the form of a perplexing problem about how to supply buyers of lithography with halftone work that is strong, steady and never fades. If you have, tell that little white elephant problem-child of yours to find a new keeper and come to us. ECLIPSE DEEP-SET BLACK will provide a permanent solution to all your halftone reproduction problems.

**Gaetjens, Berger & Wirth, Inc.**

35 York St., Gair Bldg., Brooklyn, N. Y.  
538 South Clark St., Chicago, Ill.

# New W.P.B. Order Limits

## Paper Sizes, Grades, Weights

WPB Limitation Order L-120, restricting the manufacturer of paper to specified grades, sizes, colors, weights, etc., became effective July 24.

Kinds of paper included in the order are (1) book papers used in commercial and advertising fields, (2) book papers used in the book publishing field, (3) fine writing paper, (4) chemical wood pulp tablet paper, and (5) white wove envelope paper (excluding extra strong sulphate).

**Sizes**—Sheet sizes of papers are limited to the following: 25 x 38, 28 x 42, 28 x 44, 32 x 44, 35 x 45, and 38 x 50 for English (machine) finish; uncoated, supercalendered; eggshell (antique); plain or uncoated offset; process (machine) coated; coated one side; glossy coated two sides; dull coated; coated two sides offset. Additional to these general sizes, 41 x 54 and 44 x 64 sheets are permitted for plain or uncoated offset and 41 x 54 for coated two sides offset. Sizes permitted for plain coated cover are 20 x 26, 23 x 35, 26 x 40 and 35 x 46.

**Grades**—In general, grades permitted by any one manufacturer are restricted as follows: not more than two for English finish, supercalendered, antique, process coated. Not more than one for dull coated, coated two sides offset and plain coated cover. Not more than three for glossy coated two sides. For offset, only one grade is permitted of plain or uncoated, but any fancy finish may be applied. A supercalendered finish may be applied to a making order for two thousand pounds or more, and a watermark or laid mark may be incorporated in a making order of five thousand pounds or more.

When a manufacturer has selected the grades he intends to manufacture in each kind of paper, within the limitations specified for each kind, his original selection is binding unless he appeals to the WPB Director of In-

dustry Operations, in which case he may be permitted to drop a grade or grades and substitute another or others.

**Basic Weights** (Per 500 sheets 25 x 38). English finish—30, 40, 45, 50 and 60; supercalendered—45, 50 and 60; antique, process coated, and coated one side—50, 60 and 70; plain or uncoated offset—50, 60, 70, 80 and 100; glossy coated two sides—60, 70, 80 and 100; dull coated and two sides offset—70, 80 and 100; plain coated cover—60 and 80.

**Colors** are determined by the manufacturer's established lines as of December 1, 1941. For example, if he made English finish in four or more colors, he may continue this same kind of paper in white, India, and not more than five other colors. If not

an established line, he is held to white and India. The same restrictions apply to super and antique. For plain or uncoated offset, limit is white and not more than five colors, or white only if no previously established line was made. With glossy coated, white, ivory, and not more than five colors are allowed, and when the line was not previously established, white and either India or ivory, but not both. Dull coated papers are restricted similarly in established lines, but only white and ivory if not previously established. Plain coated cover is limited to white, India and not more than five colors, or white and either India or ivory if not previously established. White only may be made in process coated, coated one side, and coated two sides offset.

The balance of the sixteen-page order, officially titled "Simplification and Standardization of Paper (Limitation Order L-120)" details the permissive regulations for fine writing papers, tablet papers and white wove envelope paper.

### WPB Printing Mach. Section

A new section of the WPB has just been set up to handle all printing and publishing machinery, taking over those duties formerly under the jurisdiction of the special Industrial Machinery Branch. This new section, headed by Herbert W. Blomquist, will process production requirements plan PD-25A for printing and publishing machinery manufacturers,

Herbert W. Blomquist



and the PD-1A applications for release of machinery and equipment under Order L-83 for all civilian uses.

Mr. Blomquist, advanced from the position of assistant chief of the pulp, paper, printing and publishing section of the original branch, was formerly in the lithographic press division of American Type Founders, and before that, with Harris-Seybold-Potter Co. for a number of years. He will be assisted by David B. Fell, on leave of absence from the Miehle Printing Press & Mfg. Co., and George R. Keller, both former associates in the original machinery branch.

### Mark 50th Year

A recent article in the *Manitoba Industry Topics*, Canada, paid a tribute to Bulman Brothers, Ltd., lithographers of Winnipeg, Canada, on the occasion of their 50th anniversary. The article described the growth of the Bulman company, listed its personnel and carried many illustrations of the various production departments.

## Agfa-Ansco Centennial Dinner

Celebrating its centennial anniversary July 23, at the Waldorf-Astoria Hotel, New York, Agfa-Ansco marked the 100th year since Edward Anthony opened the first photographic supply house in the United States, at 308 Broadway, New York. The firm which Anthony founded became later Anthony & Scovill, then combined the two names into the contraction "Ansco," which it uses today.

Agfa Ansco used the occasion to honor the memory of Edward Anthony, founder of the company, and to make several announcements of new projects, including a color film which the amateur as well as professional photographer may develop in his own dark room.

The new film, however, will not be available for general use until after the war as all of the production is going to the Army and Navy. Special developing kits have been provided photographers in the armed forces, making it possible for them to develop color films in the field.

Collections of historical photographs and photographic equipment were on exhibition at the Waldorf, much of which had never before been placed on public view. Some of it, on loan from the Philadelphia Museum of Photography and insured for \$50,000, contained such original items as the first camera recordings ever made of Niagara Falls, the first view ever taken from the air, the first photo of lightning.

Speakers at the dinner included Dr. Robert E. Wilson, one of the four Directors of General Aniline and Film, as toastmaster; Robert E. McConnell, President and a director of General Aniline; Albert E. Marshall, also a director and General Manager of Agfa-Ansco; Lieutenant Colonel James A. Reilly, U. S. Army; Lieutenant Commander E. J. Long, Chief of the Pictorial Section, Public Relations Department U. S. Navy; and Thomas E. Brittingham, of Ozalid Products, which, like Agfa-Ansco, is a division of General Aniline.

Mr. McConnell's speech was concerned with the research work of the company and was highlighted by an announcement that an accelerated program of research was being launched in new quarters at Easton, Pa., under the direction of Dr. William Zimmerli and Dr. Evan C. Williams.

The color film announcement was made by Mr. Marshall who also revealed that Ansco was entering the optical prism field. On display at the

exhibition of the oldest and newest in photography which accompanied the dinner was a group of prisms which the new Ansco enterprise had turned out after twelve weeks of operation, accurate to  $\frac{1}{2}$  light wavelength.

In addition to the dinner, Edward Anthony was the celebrant of another ceremony. The American Institute of the City of New York and the American Museum of Photography erected a plaque at 308 Broadway, New York City, where Anthony started his business in 1842, and dedicated the building as the "Birthplace of American Photography."

### Lithographers to Aid Salvage

W. H. Walters, vice-president of United States Printing & Lithograph Co., Brooklyn, has been appointed committee chairman in a campaign for the collection of vitally needed scrap, launched Friday, July 17th, at a Hotel Roosevelt luncheon arranged by the Industrial Salvage Section of the WPB Conservation Division.

Also appointed to the steering committee of which Mr. Walters is chairman, were C. W. Frazier (Brett Lithographing Co.) and R. M. Gunnison (Reuben H. Donnelly Corp.). Members of the lithographic industry appointed to the executive committee were George E. Loder (National Process Co.), Robert R. Heywood (R. R. Heywood Co.), George

Schlegel 3rd (Schlegel Lithographing Corp.), and Ralph Cole (Consolidated Lithographing Corp.).

In furtherance of the campaign objectives, each member of the executive committee will be assigned to call upon a group of firms in the lithographic field, and within these firms to seek the appointment of a responsible Salvage Executive, preferably an official of the company or corporation, to carry out the program.

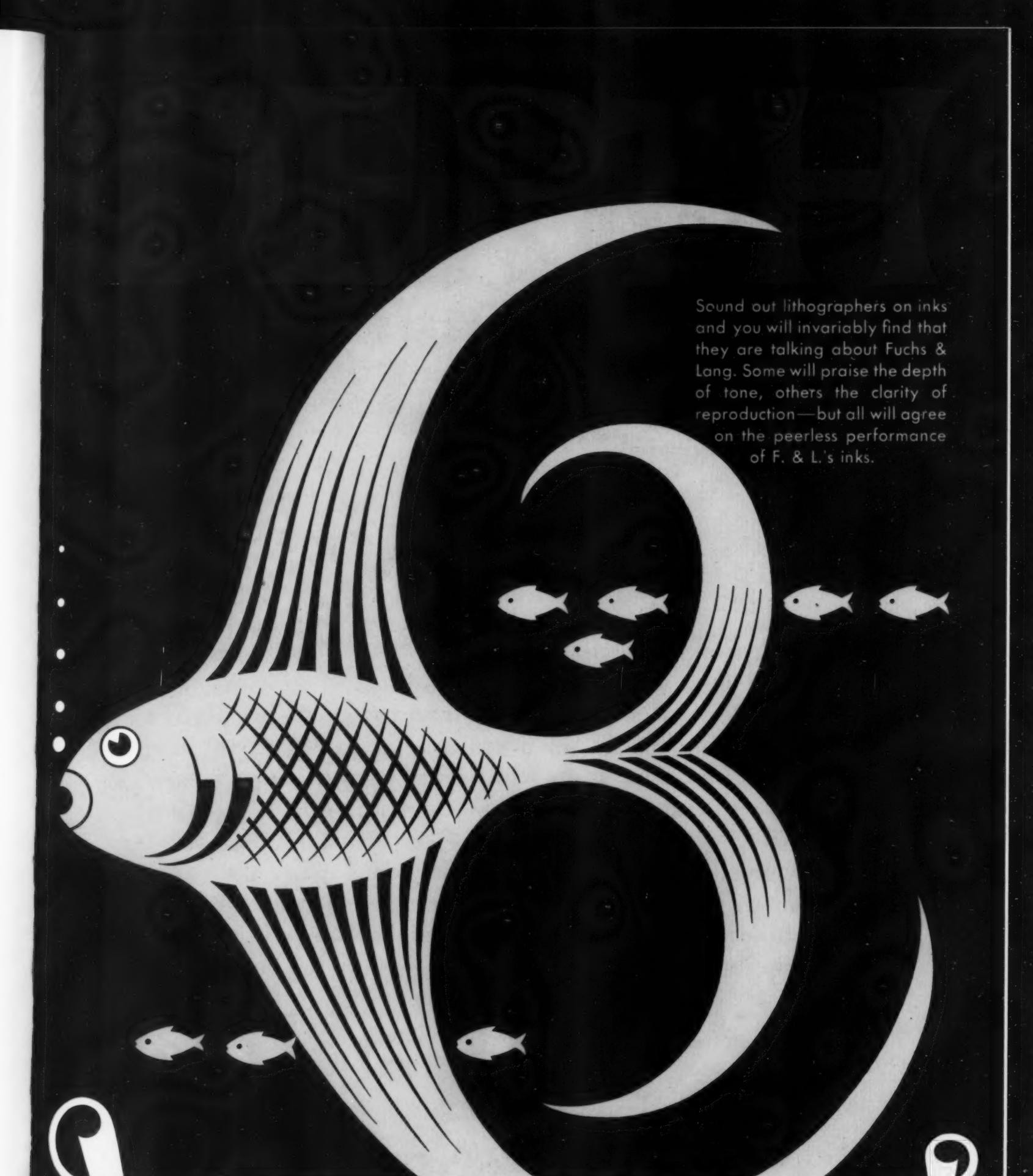
Such Salvage Executives will be provided a list of suggestions helpful in uncovering, through a systematic survey of the plant, obsolete machines, parts and scrap—an effort in which it is urged that the entire personnel of the plant cooperate so that no useful material be overlooked.

The Salvage Executive of each company will send Mr. Walters, of U. S. Printing & Lithograph Co., simple bi-monthly post-card reports of the scrap collected and sold to scrap dealers. The entire campaign is on a voluntary, cooperative basis between the industry and government.

### Report on Plastic Plates

"Extremely satisfactory results" are reported by the GPO in use of plastics in place of metal for printing cuts. The plastic plate, says a GPO spokesman, will serve as a satisfactory replacement for zinc under almost all normal printing conditions. Used in 120-line screen on highly coated paper, satisfactory runs up to 35,000 impressions have been obtained.





Sound out lithographers on inks  
and you will invariably find that  
they are talking about Fuchs &  
Lang. Some will praise the depth  
of tone, others the clarity of  
reproduction—but all will agree  
on the peerless performance  
of F. & L.'s inks.

**THE FUCHS & LANG MFG. COMPANY**

ESTABLISHED 1870 + + DIVISION - GENERAL PRINTING INK CORPORATION

100 SIXTH AVENUE • NEW YORK

BOSTON CHICAGO CINCINNATI CLEVELAND ST. LOUIS FORT WORTH PHILADELPHIA SAN FRANCISCO LOS ANGELES TORONTO, CANADA

METZIG



Seventy-two years ago, when we first opened shop, our objective was the maintenance of supply of inks and materials for perfect reproduction. To do so successfully required the fullest measure of cooperation with lithographers and printers. It wasn't only knowing what they wanted, but understanding what their problems were and finding what they needed. Today, as in other days past, the same policy of cooperation prevails. Our experience, our men, machinery and minds are devoted to the maintenance of supply for the graphic arts.



## The FUCHS & LANG MFG. COMPANY

(ESTABLISHED 1870)

DIVISION • GENERAL PRINTING INK CORPORATION

100 SIXTH AVENUE • NEW YORK, N. Y.

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CHICAGO

CINCINNATI  
FORT WORTH

CLEVELAND  
LOS ANGELES

PHILADELPHIA

ST. LOUIS  
TORONTO, CANADA

# IN AND ABOUT THE TRADE

## Fotolith Into New Quarters

A move into their own building, providing larger quarters, better plant arrangement and improved facilities was announced by Fotolith, Inc., 38 W. McMicken Avenue, Cincinnati, Ohio.

## Sell Baumgarth Assets

Assets of the Baumgarth-Scheldrup Co., Chicago lithographing concern, which was recently adjudged bankrupt, were sold at auction July 1. Machinery and plant equipment, office furniture, a large stock of paper, cardboard, envelopes, etc., together with 5,000,000 lithographed art pictures, 2,000,000 greeting cards, calendars, letterheads, and other items were disposed of.

## Elm Tree Press Changes Hands

The Elm Tree Press, Woodstock, Vt., has been purchased from Edward C. Dana by William Edwin Rudge, Philip Hofer, Ray Nash and Morris Cone. Mr. Rudge is also the publisher of *Print*, graphic arts quarterly, which moved its headquarters recently from New Haven, Conn., to Woodstock, with a branch office in New York. Mr. Hofer is director of the Department of Printing and Graphic Arts at the Harvard College Library, Cambridge, Mass.; Ray Nash is director of Dartmouth's Graphic Arts Workshop and associate professor of art at Hanover, N. H.; and Morris Cone is president of the Hartford Woolen Co.

## Mid-Year Calendar for Harris

The third mid-year calendar for 1942-43 of Harris-Seybold-Potter Company is now being distributed. The theme, God Bless America, is strikingly depicted by T. M. Cleland in a colorful illustration of a neighborhood area of the metropolitan center. The calendar was produced by Rogers-Kellogg-Stillson, Inc., of New

York, on Tweedweave of a special ivory color made by the Curtis Paper Company.

## Consolidated Elects R. D. Cole

Consolidated Lithographing Corp., Brooklyn, N. Y., has announced the



Ralph D. Cole

election of Ralph D. Cole as the new president of the corporation. He succeeds the late Jacob A. Voice, whose son, Sidney P. Voice, was named chairman of the board. Henry A. Voice, another son, was elected 1st vice president and Walter J. Ash, formerly executive vice-president of Consolidated Decalcomania Corp., was added to the Board of Directors.

## Magill House Organ

Magill-Weinsheimer Co., Chicago, has launched a new house organ, the "M-W Home Front News," which includes on its complimentary list the nearly 100 former employees now serving with the armed forces. Another 500 copies will be sold to the plant staff and the money received therefore will be spent for cigarettes that are being sent regularly to the boys at the front. Editor-in-Chief of the 8-page, planographed self-mailer is K. E. Barlow. Vol. 1, No. 1 appeared August 1.

## Consolidate Printing Facilities

Geffen, Dunn & Co. and associated companies in the publishing and printing fields have leased 25,000 square feet on two floors in the Port Authority Commerce Building, New York, for a term of ten years. This move will consolidate all the activities of the concern under one roof. Companies associated with Geffen, Dunn & Co. include Select Printing Co., Blue List Publishing Co., Omni-book Magazine, Round Table Press, Religious Book Club, Scientific Book Club, Sea Power Magazine and Showplace, the program of Radio City Music Hall. The organization is engaged in the publishing and printing of books and magazines as well as the preparation and printing of brochures, reports and direct mail. Coincident with the move to new quarters, the Select Printing Co. will expand its facilities by the addition of a two-color Miehle press and a two-color Harris offset press as well as other binding, folding and cutting equipment.

## Donnelley Donate Picnic Fund

Employees of R. R. Donnelley & Sons Co., Chicago, have recently voted to abandon their annual picnic and turn over the picnic fund of \$2,000 to the United Service Organization's war chest. Previous contributions to the U. S. O. from the Donnelley company, its executives and employees total \$8,404.

## Builds Roads for Army

Ralph Wagner, former employee in the offset department of Magill-Weinsheimer Co., Chicago, writes old associates that he has become a road builder. Following his induction into the army he was assigned to an engineering unit which is constructing the new transportation route through western Canada to Alaska.

### F. T. C. Display Complaint

The Federal Trade Commission has issued a complaint against four corporations and an individual allegedly associated in a cooperative arrangement to deceive American manufacturers in connection with the sale of advertising matter known as "manufacturers' displays," for use in export catalogs. The respondents, charged with unfair and deceptive acts and practices in violation of the Federal Trade Commission Act, are:

Cuneo Press, Inc., West Cermak Rd. at South Canal St., Chicago, and its subsidiary, Neo Gravure Printing Co., Inc., 601 West 26th St., New York; Eggers & Heinlein, Inc., 44 Whitehall St., and Middleton & Co., Ltd., 80 Broad St., New York, export commission merchants; and Marcus A. Crews, trading as M. A. Crews Co. and as Pioneer Exporters, Lawrenceburg, Tenn., associated with the other respondents in the sale of manufacturers' displays.

The complaint alleges that certain representatives induced many American manufacturers to pay large sums of money to Neo Gravure Printing Co., Inc., for printing advertising displays; caused the manufacturers to commission the respondent exporters to sell their merchandise abroad, and led them to believe that the exporters would sell large quantities of their merchandise to foreign purchasers.

### Cooperate in Educational Plan

Three Chicago graphic arts firms are listed among seventy industrial concerns who are cooperating in a "work-study" plan in effect for students at Northwestern University's new engineering school, the Northwestern Technological Institute, at Evanston, Ill. The three firms are R. R. Donnelley & Sons Co., International Printing Ink Corp., and Miehle Printing Press & Mfg. Co.

F. G. Seulberger, formerly educational director of the Lithographic Technical Foundation, in New York City, is now professor of cooperative education in the new Technological Institute and Director, also, of the Department of Industrial Relations,

At the time the respondents were making these false representations, the complaint charges, no foreign market existed for the goods of American manufacturers who purchased advertising displays from the respondents, and neither of the respondent exporters had any foreign customers to whom any amount of merchandise could be sold.

Only part of the money paid by the manufacturers to Neo Gravure Printing Co., Inc., for printing the displays was required for the work, it is alleged. According to the complaint, the printing company retained a considerable portion of the money to pay costs incidental to the publication and distribution of the catalogs; part of it was given to the respondent Crews for obtaining agreements from manufacturers to purchase displays; and a considerable amount went to the respondent exporters as compensation for permitting the publication of the catalogs under their names. The complaint charges that the respondent exporters did not, as represented, pay any of the costs incidental to publication and delivery of the catalogs.

In the early part of 1940, Middleton & Co., Ltd., withdrew from the cooperative arrangement, which thereafter was continued by the other respondents, the complaint alleges.

Twenty days were granted for answering the charges of the complaint.

which contacts the participating industries and supervises the students' activities in them. Donnelley's has one student and the others named have two each at present, working under this plan. Only the mechanical, electrical or chemical engineering phases of these industries are considered in the courses, Mr. Seulberger said.

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### Al Gibney Named Ensign

Albert L. Gibney, Assistant Sales Promotion Manager of Strathmore Paper Company, West Springfield, has joined the Navy as an Ensign and entered Northwestern University for an eight weeks' course of training in the United States Navy.

### Colorful Quarterly Issued

The new issue of Better Impressions, Volume 2, No. 2, published by the Mead Corporation, is now being distributed through Mead, Dill & Collins and Wheelright paper merchants. This current quarterly paper demonstrator is plastic bound with a striking eagle cover illustration that keynotes the patriotic motif employed throughout. An interesting insert is "Paper Is Vital," designed for original use as a poster. The issue contains a convenient directory of Mead papers and Mead merchants.

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### TAPPI to Meet in Boston

The Technical Association of the Pulp and Paper Association will hold its Fall meeting Sept. 29 to Oct. 1, in the Statler Hotel, Boston.

•

### Added Awards in Nypen Contest

The New York & Pennsylvania Co., New York, has announced that a Certificate of Patriotic Service, designed by Bruce Rogers, prominent typographical designer, will be awarded to printers and lithographers submitting six or more pieces as entries in the Nypen Patriotic Slogan Contest being sponsored by the company. Certificates will also be presented to each advertiser or buyer of printing who has cooperated in the campaign by permitting patriotic slogans and messages to be reproduced on his printed matter. These award certificates will be in addition to the major prizes, totaling \$1,000 in war bonds, which were previously announced. The Nypen Contest Committee has also announced distribution of a series of press sheets of approved patriotic slogans and messages appropriate for reproduction on all types of printed matter. Ten different slogans and symbols are presented, each designed to advertise and promote some patriotic cause such as the war bond drive, the Red Cross, the U. S. O., Navy Relief, army recruiting, etc. Electrotypes of these slogans may be obtained at cost. Copies of the press sheet are available from the Nypen Contest Committee, 225 Varick Street, New York.

### MODERN LITHOGRAPHY

*Frederick G. Rudge (right), president of William E. Rudge's Sons, discusses war-time markets for printing with Vance R. Hood, president of Zeese-Wilkinson & Co., as a preliminary to the cooperative sales effort of the two companies.*

### Cooperative Printing Group

A new cooperative enterprise announced by a group of New York printing firms will offer production facilities in all three of the major reproduction processes to buyers of printing. Through the group, letterpress printing will be provided by William E. Rudge's Sons, gravure reproduction by the Photogravure & Color Co. and offset lithography by Zeese-Wilkinson & Co. The group's cooperative sales effort will be headed by the Rudge organization, although each of the participating firms will continue its own sales development work. Another activity of the new group will be the maintenance of an experimental laboratory for the testing of equipment, materials and supplies by trained technicians in each of the principal departments of graphic reproduction. A booklet on this subject will be issued shortly by the group. In announcing the new enterprise, the group points out that it is in no sense a merger of the three firms involved, but is rather a cooperative effort with the object of achieving greater efficiency in merchandising the currently needed services of the graphic arts.

\*

### Canada Restricts Use of Zinc

Restrictions on the use of copper and zinc in Canadian lithographing, photo-engraving and electrotyping industries were announced in an order issued by G. C. Bateman, metals controller, last month and published in a special edition of the Canada Gazette. Permits are required for the purchase of zinc for lithography and copper for rotogravure and electrotyping. In addition, users are required to make periodic reports on the amount of metal used, purchases and the stock on hand, and zinc and copper supply firms must report sales.



Under the order, lithographers will be restricted normally to 75 per cent of the average amount of zinc used in the period 1937 to 1940. Reports must be made to the Government every three months, and stock must not exceed normal requirements for 90 days. Sale or transfer of any part of a copper or zinc quota without written approval of the controller is prohibited.

\*

### Contribute to Navy Drive

Chicago lithographers, trade shops, paper houses and silk screen firms contributed generously recently to the drive to obtain 10,000 recruits for the Navy. Clarence T. Fairbanks, president of Edwards & Deutsch Lithographing Co., was appointed chairman of the printing committee, with instructions from Mayor Edward J. Kelley "not to spend any money." Mr. Fairbanks, with the help of his advertising manager, James Beard, and others on the committee, devoted a full week's time to getting the project under way.

The following contributions were received from the parties named:

Twenty-five hundred car cards, from Stromberg-Allen & Co.; plates by Empire Poster Printing Co.; paper stock, by Chicago Paper Co.; 3600 street car dash board cards; Central Printing & Lithographing Co.; stock from Dwight Bros. Paper Co. and J. W. Butler Paper Co.; 750 elevated railroad station cards, G. H. Robin-

son Co. (silk screen); Chicago Paper Co.; 300 bus cards, Chicago Show Printing Co., complete; 600 bus cards of another size, W. L. Stensgaard & Associates (silk screen); Chicago Paper Co.; 5000 taxicab windshield stickers; Buckley, Dement & Co.; lettering by Edwards & Deutsch artists; zinc plates by Superior Engraving Co.; gummed paper by Mid-States Gummed Paper Co.; 5,000 letterheads, by Inland Press, Inc.; Moser Paper Co.; typography by Thormod Monsen & Son, Inc.; 5,000 No. 10 envelopes by Central Envelope & Litho Co., complete; 100 24-sheet posters, lithography and plates by Edwards & Deutsch Lithographing Co.; paper by West Virginia Pulp & Paper Co. Edwards & Deutsch also imprinted 5,000 1-sheet posters provided by the Navy Department. Advertising agencies, General Outdoor Advertising, Inc., and others also contributed their services free of charge.

### Joins General Aniline

Dr. E. C. Williams has joined the board of directors of General Aniline & Film Corp., New York, parent company of Agfa Ansco, it was announced last month. Dr. Williams, who will also act as vice president and chemical director of General Aniline, resigned his position as vice president and director of research of General Mills to accept the new office.

# RELIABLE LITHOGRAPHIC PLATE CO., Inc.

*The Pioneer Plate Grainers of America*

**ALL PLATES**

INCLUDING THOSE  
REGRAINED FOR  
MULTILITH

**ARE MARBLE  
GRAINED**

“**R**EELIABLE” is far more than just part of our name. It means to our customers that our plates can be depended on to give first-class results because from start to finish the graining is handled by experts of long experience. Our plates are made right to work right—they are reliable!

We carry a full supply of Zinc and Aluminum Sheets for Offset, Rotaprint Presses, in fact for all the lithograph trade.

**MILL  
SELECTED  
METAL  
USED  
EXCLUSIVELY**

(MADE IN U.S.A.)

*A trial order should “sell” you our services and products.*

## RELIABLE LITHOGRAPHIC PLATE CO., Inc.

INCORPORATED 1916

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*For the Duration*

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DIRECT FROM US OR FROM OUR DEALERS — promptly**

CHAMPION Albumen Concentrate  
B.P.B. (Albumen) Solution (Ready-to-use)  
JIFFY Developing Ink  
JIFFY Heavy Developing Ink (for deep etch)  
TRANSOL Developing Ink  
LITH-VILO Plate Etch  
DR. ZUBER'S PLATE ETCH (dry salts)  
IMPERIAL Fountain Solution Concentrate  
GUM ARABIC Solution

SOLIO—Self-Gumming Agent, for use in the Fountain  
SAV-A-LAC Intensifier (Purple)  
RIPTITE Intensifier, apply direct to Coated Plate  
GRAPH—Black Opaque  
VELVO—Red Opaque  
NEGATIVE STAIN—Black or Red  
Liquid TUSCHE  
DUMORE Asphaltum—Plate Preserver and Wash-out

**MULTILITH OPERATORS**—send for our catalogue of preparations  
for Plate-Making and Press Operation, etc.—FREE

**LITHO CHEMICAL & SUPPLY CO.**  
**63 PARK ROW** **NEW YORK, N. Y.**

# \$100,000 Graphic Arts Campaign

THE newly formed Graphic Arts Industries Promotion Committee, at a meeting in New York last month, presented a proposed working plan, aiming at a nation-wide, six-month campaign fund of \$100,000 to promote printing and lithography to a place of vital importance in the nation's war-winning efforts, to more than 100 leaders in the industry. Edson S. Dunbar, sales promotion manager of Crocker-McElwain Company, Holyoke paper makers, presided as temporary chairman.

Unanimous and enthusiastic approval was voted the project and sufficient financial support was pledged to permit the committee to proceed with the promotion work designed to win the cooperation of every

trade association and its members in the Graphic Arts industries.

"This effort to lend a strong hand to the Government's public relation jobs of the moment is not one group's responsibility," Mr. Dunbar said in his preface to the Committee's outlined plan and purpose. "This effort is the responsibility of every paper maker, every press manufacturer, every printer, typesetter, photo engraver in the land. The expenditure of \$100,000 which this Committee has budgeted for its six month campaign, would, if carried as an assessment for every man in the industries, amount to 14 cents each."

"It has been proposed, in order to make speed, that the money for the preliminary operations—they're slight,

at the most \$1200.00—be raised by voluntary contributions from individuals. For the national promotion we are looking to the trade associations for their earnest support, although no contribution by individual companies will be refused. Each division of the industry has been assigned a tentative proportion to share. If this money can be raised promptly the program can be started now when the need is great."

Mr. Dunbar expressed his Committee's objectives simply. The plan intends co-ordinating all printing efforts as an aid to the Government in winning the war via trade press, news releases and paid space with direct mail via printing and lithographic presses. It intends proving printing's rightful place in the wartime economy. It intends dispelling false rumors of shortages. It intends showing how printing for war and business can be dovetailed in the best interests of government and people.

Referring to a chart listing 23 Vital Government Victory Projects as set up by his Committee, Chairman Dunbar stressed his Committee's belief that only by assisting in the Government's needs could this Committee dare function in an economy where winning the war is the prime matter before the country.

He showed how his Committee intended educating the printer, lithographer and ad man to the importance of tagging all printed pieces to one or all of the public relations jobs listed as urgent by the Office of War Information. "These Victory projects," the Chairman reported, "directly affect the manufacturing, distributing, retailing and buying structures of the Nation's fight for life. They affect the ability of the basic heavy industries to get their wartime jobs done quickly and efficiently."

The Committee's progress to date has been heartening, with many pledges of financial support forthcoming, and requests from many Graphic Arts trade associations, including Chicago, Baltimore, Philadelphia and Boston, for representatives of the Committee to appear before special sessions of their membership.

*Graphic Arts Industries Promotion Committee. Left to right—front row—Frederick G. Rudge, William E Rudge's Sons, New York, program committee; Edson S. Dunbar, Crocker-McElwain Co., Holyoke, Mass., temporary chairman; Herbert Kaufman, General Printing Ink Corp., New York, promotion committee. Rear, left to right—Henry Hoke, The Reporter of Direct Mail Advertising, New York, program committee; Charles Vernon Morris, J. E. Linde Paper Co., New York, publicity committee; Harry Porter, Harris-Seybold-Potter Co., Cleveland, finance committee; Louis R. Beck, Harris-Seybold-Potter Co., Cleveland, finance committee; Ernest F. Trotter, Printing Magazine, New York, temporary secretary; R. B. Huddleston, American Type Founders, Inc., Elizabeth, N. J., promotion committee.*



## **YOUR COOPERATION MAKES FOR GOOD INKS**

In pressrooms throughout the country Sinclair & Carroll inks are chosen for their all around dependability and good color strength. The responsible leadership and management back of every Sinclair & Carroll ink you buy mean value to you during this period of national emergency over and above the price per pound. Our efforts will be directed toward maintaining tried and true standards. When and where necessary our laboratories will be at work developing new and equivalent products in your behalf. . . . We welcome your cooperation as well as the opportunities you afford us to supply your ink requirements.

### **SINCLAIR & CARROLL CO., Inc. LITHO                    INKS                    OFFSET**

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SAN FRANCISCO  
345 Battery St.  
Tel. Garfield 5834

NEW ORLEANS  
211 Decatur St.  
Tel. Magnolia 1968

## **SERVICE PLUS QUALITY!**

HAS MADE OUR PLANT THE WORLD'S LARGEST

**WE SPECIALIZE IN  
SMALL PLATES  
ALSO REGRAINING MULTILITH**

**ZINC and  
ALUMINUM PLATES  
UNGRAINED—GRAINED—REGRAINED**

**LITHOGRAPHIC PLATE GRAINING CO.  
OF AMERICA INC.**

37-43 BOX STREET, BROOKLYN, N. Y. EVERGREEN 9-4260, 4261

## Craftsmen Meet at Grand Rapids

The International Association of Printing House Craftsmen held its annual convention at Grand Rapids, Mich., August 9 to 12. Featured speaker at the meeting was A. E. Giegengack, Public Printer, who discussed "The Printer's Opportunity in War Time." Other speakers included Thomas R. Jones, president of American Type Founders Corp., on "New Horizons for Printing"; E. W. Palmer, Chief Industrial Consultant, Printing & Publishing Branch, War Production Board; and Arthur W. Brooks, American Colotype Co., Chicago, and J. O. Hamilton, General Printing Ink Co. of Canada, who conducted a clinic on "New Materials and Methods under War Economy." Of particular interest to lithographers in attendance was the clinic entitled "Offset Platemaking and Printing." Harvey Glover, president of Sweeney Lithograph Co., Belleville, N. J., and Harry Porter, vice president of Harris-Seybold-Potter Co., Cleveland, acted as co-chairman of this session.

## Goes Boys Enlist

Arthur A. Goes, president of Goes Lithographing Co., Chicago, has sent his two sons, John E., and Arthur A. Goes, Jr., off to serve their country. The two brothers enlisted together in June. Arthur, Jr., who is widely known from his activities as a company salesman, is stationed with an infantry unit at Fort Leonard Wood, Mo. John, who learned the trade in his father's shop, is assigned to a lithographing unit at Parkwater air field in Washington state.

## Bond Award to Colotype

The Treasury Department Minute Man flag was presented last month to the assembled employees of American Colotype Co. and its affiliates, the Osborne and Gabriel companies, at ceremonies in the Clifton, N. J., plant. The three organizations received the award for 100 per cent enrollment in the war bond payroll allotment plant. Dudley Morean, vice president of American Colotype;

Clare Wilson, president of Osborne, and Bertram Gabriel, vice president of Samuel Gabriel and Sons, spoke briefly at the ceremonies.

## Syndicate Litho House Organ

Buckley, Dement & Co., Chicago, recently began production of a 4-page planographed publication which is being syndicated widely to industrial plants for use as a house organ. Resembling *Life* magazine in general format, pages 1 and 4 carry local plant news supplied by the customer, while pages 2 and 3 use morale building patriotic matter with plenty of photos.

## Service Printing Expands

Service Printing Co., South Bend, Ind., doubled its offset pressroom facilities recently by adding two 17" x 22" Webendorfer presses to the two previously in use, the expansion being necessary to handle government printing orders.

## Gregory With Army Ordnance

James H. Gregory, former promotion manager with E. G. Ryan & Co., Chicago agents for the Webendorfer division of American Type Founders, is now serving with the Army Ordnance dept. in Chicago. James Fitzgibbons, also of E. G. Ryan Co., salesman and former editor of the *Opelousas, (La.) Daily World*, is awaiting a call to army service and is meanwhile temporarily associated with a radio station at Austin, Texas. Still another member of the Ryan staff, Dewey Miro, is serving with the mobile lithographing unit of the Engineering Corps at Ft. Belvoir, Va., where his superior officer is Lieut. Robert Watts, formerly of A. T. F.'s New York sales dept.

## Gonda Resigns

Einson-Freeman Co., Long Island City, N. Y., announces that Francis D. Gonda has resigned as vice-president of the company so that he may volunteer his full time as Director of Advertising in the Greater New York War Bond Pledge Campaign.

## DMAA Wartime Contest

The Direct Mail Advertising Association New York, has announced the 1942 Wartime Direct Mail Leaders' Contest for the most effective direct mail and mail order produced from December 7, 1941 through August 15, 1942. The contest is open to all users of direct mail or mail order advertising and entries may be a series of letters, house magazines, a single piece or a complete campaign. While the material entered need not relate to the war effort, it should show how the mediums of direct mail and mail order advertising are being used during the war period. A Certificate of Award will be presented to the fifty leading direct mail or mail order campaigns of 1942 and several special plaque awards in various classifications will also be made. Among the concerns contributing special awards are General Printing Ink Corp., New York; American Type Founders Sales Corp., Elizabeth, N. J.; Buckley, Dement & Co., Chicago; Flintkote Co., New York; *Time*, *Life* and *Fortune* Magazines; the *Reporter of Direct Mail Advertising* and others. Judging of the DMAA contest will be under the direction of J. A. Welch, Crowell-Collier Publishing Co., New York, and president of the Advertising Federation of America. Further details of the contest can be obtained from the Direct Mail Advertising Association, 17 East 42nd St., N. Y.

## Chicago Litho Club Outing

The 12th annual picnic of the Lithographers Club of Chicago was held July 25 at "The Oaks," popular recreation park on Archer Road, southwest of the city. Highlight of the entertainment program was a ball game between lithographers and supply men.

## More Lithographed Games

National Association Service, Toledo, has just issued a third in the series of lithographed party games which were described in a feature article in our July issue. The new set, entitled "Fun" and consisting of 49 sheets packed in an attractive and colorful box, will retail for only 29c.

### **Develop License Plate Decals**

The Meyercord Co., Chicago, has developed a new type of decalcomania for use as a substitute for steel license plates on motor cars. Contracts have been signed for supplying the stamps to state authorities in Arizona, Idaho and Wisconsin, stated Leonard Knopf, company president, while negotiations for another contract are pending in Oregon. More than a dozen other states are considering adoption of the new licensing plan, he said.

More than a year ago, when it first appeared that steel for motor car license plates would be restricted, the company developed the new system and submitted it to Washington authorities before presenting it to state licensing officials. Under the plan adopted, all 1942 metal plates will be permitted to remain on cars during 1943, and the decal license stamps will be issued to applicants during the regular licensing period covering 1943.

Since millions of dollars in state revenues are involved, several unique features to prevent fraudulent practices were devised. One of these, Mr. Knopf stated, is a series of micro-

### **Gordon Hall Captain U.S.N.**

Gordon Hall, executive vice president of the Associated Printers & Lithographers of St. Louis, Mo., has been commissioned a captain in the Navy and assigned to a post at Boston, Mass.

### **Baltimore Lithos Crab Feast**

The Litho Club of Baltimore held its second annual crab feast at Cape May Beach, Middle River, Md., on July 25th. Members of the club and their friends spent a lively day swimming and playing baseball, quoits and other games and, of course, consuming large quantities of crabs.

### **Ogle, Craig Join Armed Forces**

Lewis P. Ogle, a member of the sales department of National Process Co., New York, has been given a leave of absence to join the Royal Canadian Air Forces. Robert Craig,

scopic coded pin point holes which are built into the color film during the application of each color. The pin holes make it difficult to remove stamps intact from windshields for dishonest re-use and, by permitting water to emerge from the face of the stamp, they have been found to adhere much better than older types of stamps.

Still another protective feature is the utilization of "Fiberlite" paper, which carries chemically treated fibers that react under ultra-violet light to show the genuineness of the stamp. Another safeguard is the use of large serial numbers which, by a process exclusive with Meyercord, reproduce the same style of numbers that appear on old 1942 license plates. State officials find the reduced cost, not alone for the decal, but for postage, time and labor for distribution, an advantage.

Quite recently, Mr. Knopf said, U. S. Army Air Corps officials have adopted the new decals, with their protective features, for use as official windshield insignia, so that cars of officers, enlisted men and civilian workers entering restricted areas may be properly identified.

also a member of the company's sales force for the past twelve years, has been called into service by the U. S. Army.

### **Plan Peerless Litho Outing**

Employees of Peerless Lithographing Co., Chicago, will hold their annual picnic at Hoffman's Grove, near suburban Park Ridge, Ill., Aug. 22. Some 200 persons, including families of employees are expected to be present, George Luehrs, vice president, said.

### **Ernst Lauckhardt Dies**

Ernst Lauckhardt, 69, vice-president of Trautmann, Bailey and Blampey, New York lithographers, died July 10th after an illness of six months. Mr. Lauckhardt had been with the company since 1888 when he entered its employ as an apprentice artist.

### **Stecher Booklet Boosts Color**

Stecher-Traung Lithograph Corp., San Francisco and Rochester, N. Y., is currently distributing a booklet on "The Value and Patriotic Use of Full Color," which aims to show how full color can still be used judiciously to meet today's selling problems, despite wartime limitations. The text emphasizes that full color advertising material, wisely used, can help maintain customer confidence, hold leadership and prestige and build resistance against the keen competition of the coming post-war period. Announcement of the booklet was made in a two-page full color insert carried in a recent issue of *Advertising Age*.

### **Greeting Card Orders at Peak**

Production schedules for Gartner & Bender, Inc., Chicago lithographers specializing in greeting cards, call for the manufacture of 135,000,000 greeting cards this year, according to Robert J. Bender, one of the partners. This total represents only a small portion of the two and one-half billion cards which Americans buy annually, he pointed out. Business is booming, Mr. Gartner said, and most of the cards are going to servicemen around the world. Many novelties have been designed for this soldier-sailor trade but the best seller in the Gartner & Bender line is one with a slit in the page through which a dollar bill may be inserted for transmission to the distant serviceman. Mr. Bender, incidentally, owns one of the world's largest collections of greeting cards, dating from 1842, when the first known card, of which he has a copy, was made in England.

### **Werblow Heads Ad Club Council**

James Werblow, treasurer of the Polygraphic Co. of America, New York lithographing concern, has been appointed chairman of the War Activities Council recently organized by the New York Advertising Club. The War Activities Council will cooperate with the Advertising Council, Inc., in handling local war work activity related to advertising.



Lithographed in 4 colors

# WARREN'S Cumberland Offset

►PRE-CONDITIONED◄

## WOVE & SPECIAL FINISHES

Postal regulations prohibit sampling of paper in this publication, therefore Cumberland Offset is not used for this insert.  
Sample Book of all finishes of Warren's Cumberland Offset may be secured from your Warren merchant.

*Leading*  
**PAPER MERCHANTS**  
*who sell and endorse*  
 Warren's Standard Printing Papers

ALBANY, N. Y. Hudson Valley Paper Company  
 ATLANTA, GA. Sloan Paper Company  
 BALTIMORE, MD.

The Barton, Duer & Koch Paper Co.  
 BATON ROUGE, LA. Louisiana Paper Company, Ltd.  
 BIRMINGHAM, ALA. Strickland Paper Company  
 BOISE, IDAHO Zellerbach Paper Company  
 BOSTON, MASS. Storrs & Bement Company  
 BUFFALO, N. Y. The Alling & Cory Company  
 CHARLOTTE, N. C. Caskie Paper Company, Inc.  
 CHICAGO, ILL. Chicago Paper Company  
 CINCINNATI, OHIO

The Diem & Wing Paper Company  
 CLEVELAND, OHIO { The Petrequin Paper Company  
 COLUMBUS, OHIO { The Alling & Cory Company

The Diem & Wing Paper Company  
 DALLAS, TEXAS Olmsted-Kirk Company  
 DENVER, COLO. Carter, Rice & Carpenter Paper Co.  
 DES MOINES, IOWA Western Newspaper Union  
 DETROIT, MICH. Seaman-Patrick Paper Company  
 EUGENE, ORE. Zellerbach Paper Company  
 FORT WORTH, TEXAS Olmsted-Kirk Company  
 FRESNO, CAL. Zellerbach Paper Company  
 GRAND RAPIDS, MICH. Quimby-Kain Paper Company

GREAT FALLS, MONT. The John Leslie Paper Company  
 HARTFORD, CONN. Henry Lindenmeyr & Sons  
 HOUSTON, TEXAS L. S. Bosworth Company  
 INDIANAPOLIS, IND. Crescent Paper Company  
 JACKSONVILLE, FLA. Virginia Paper Company, Inc.  
 KANSAS CITY, MO. Midwestern Paper Company  
 LANSING, MICH. The Weissinger Paper Company  
 LITTLE ROCK, ARK. { Western Newspaper Union  
 LONG BEACH, CAL. Arkansas Paper Company  
 LOS ANGELES, CAL. Zellerbach Paper Company  
 LOUISVILLE, KY. Zellerbach Paper Company  
 LYNCHBURG, VA. Miller Paper Company, Inc.  
 MILWAUKEE, WIS. Caskie Paper Company, Inc.  
 MINNEAPOLIS, MINN. Nackie Paper Company

The John Leslie Paper Company  
 NEWARK, N. J. Henry Lindenmeyr & Sons  
 Lathrop Paper Company, Inc.

NEW HAVEN, CONN. Storrs & Bement Company  
 NEW ORLEANS, LA. Alco Paper Company, Inc.  
 Henry Lindenmeyr & Sons

NEW YORK CITY { Lathrop Paper Company, Inc.  
 The Alling & Cory Company  
 J. E. Linde Paper Company

The Canfield Paper Company  
 Marquardt & Company, Inc.  
 Schlosser Paper Corporation

OAKLAND, CAL. Zellerbach Paper Company  
 OKLAHOMA CITY, OKLA. Western Newspaper Union  
 OMAHA, NEB.

Field-Hamilton-Smith Paper Company  
 PHILADELPHIA, PA. { D. L. Ward Company  
 The J. L. N. Smythe Company

PHOENIX, ARIZ. Schuylkill Paper Company  
 PITTSBURGH, PA. Zellerbach Paper Company  
 PORTLAND, ME. The Alling & Cory Company

PORTLAND, ORE. C. M. Rice Paper Company  
 Zellerbach Paper Company  
 RENO, NEV. Zellerbach Paper Company

RICHMOND, VA. B. W. Wilson Paper Company  
 ROCHESTER, N. Y. The Alling & Cory Company  
 SACRAMENTO, CAL. Zellerbach Paper Company

ST. LOUIS, MO. { Beacon Paper Company  
 Tobey Fine Papers, Inc.

ST. PAUL, MINN. The John Leslie Paper Company  
 SALT LAKE CITY, UTAH Zellerbach Paper Company

SAN DIEGO, CAL. Zellerbach Paper Company  
 SAN FRANCISCO, CAL. Zellerbach Paper Company  
 SAN JOSE, CAL. Zellerbach Paper Company

SEATTLE, WASH. Zellerbach Paper Company  
 SHREVEPORT, LA. Louisiana Paper Company, Ltd.  
 SPOKANE, WASH. Zellerbach Paper Company

SPRINGFIELD, MASS. The Paper House of New England  
 STOCKTON, CAL. Zellerbach Paper Company

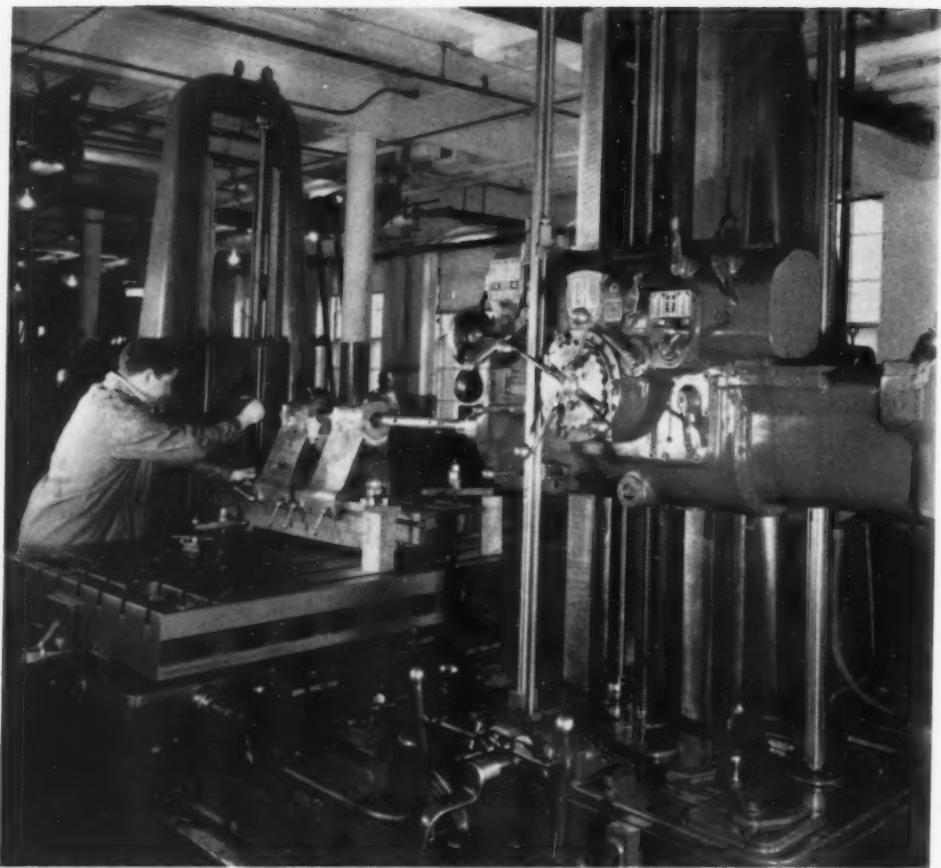
TOPEKA, KAN. Midwestern Paper Company  
 TROY, N. Y. Troy Paper Corporation  
 TULSA, OKLA. Tulsa Paper Company  
 WACO, TEXAS Olmsted-Kirk Company

WALLA WALLA, WASH. Zellerbach Paper Company  
 WASHINGTON, D. C. Stanford Paper Company  
 YAKIMA, WASH. Zellerbach Paper Company

EXPORT AND FOREIGN

NEW YORK CITY (Export) National Paper & Type Co.  
*Agencies or Branches in 40 cities in Latin America  
 and West Indies.*

AUSTRALIA B. J. Ball, Ltd.  
 NEW ZEALAND B. J. Ball, Ltd.  
 HAWAIIAN ISLANDS Honolulu Paper Co., Ltd.,  
 Agents for Zellerbach Paper Company



Taft Pierce Co. photograph by Creative Photographers, Inc.

# WARREN'S Cumberland Offset

►PRE-CONDITIONED◄

WOVE • SAXONY • HOMESPUN • LINEN • HANDMADE

**W**ARREN'S Cumberland Offset is *pre-conditioned* by the exclusive process that has been used successfully on Warren's Label papers. Under average pressroom conditions, both winter and summer, Cumberland Offset may be run directly from the case or skid without further conditioning by hanging.

Comprehensive pressroom tests indicate that Cumberland Offset exhibits a minimum of stretch or shrinkage under changing atmospheric conditions. Tendencies toward curling and "cockling" are held to a minimum—even under extreme conditions of relative humidity.

Because of its flat-lying properties Cumberland Offset is a "production" sheet which may be run at maximum press speeds.

*Write for free booklet—"How Will It Print by Offset"*

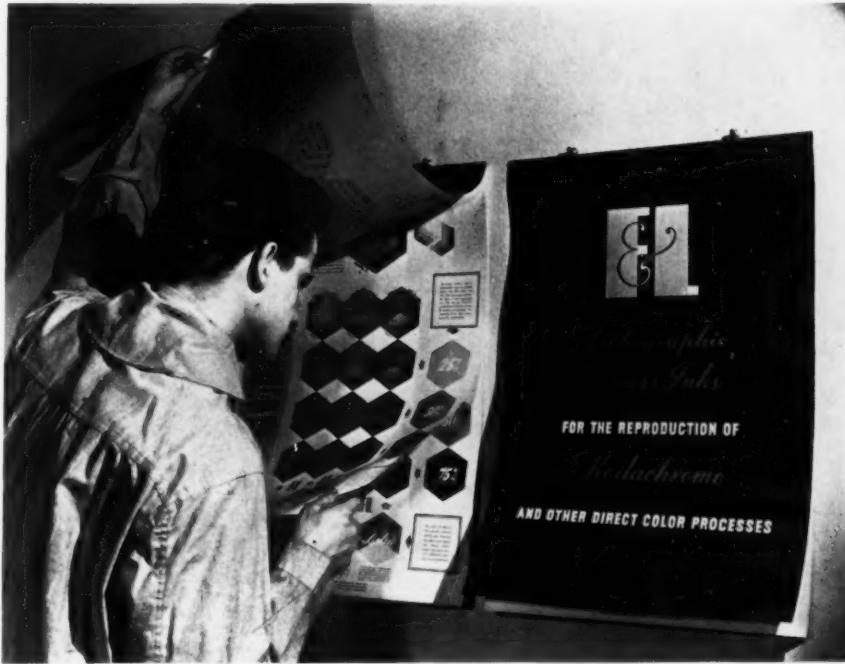
S. D. WARREN COMPANY • 89 BROAD STREET, BOSTON

Better Paper  Better Printing  
 Printing Papers

## NEW EQUIPMENT AND BULLETINS

### F & L Issue Color Chart

Fuchs & Lang Manufacturing Co., division of General Printing Ink Corp., New York, has issued a chart of lithographic process inks for the reproduction of Kodachrome and other direct color processes. The key colors have been developed after careful study of Kodachromes and they approximate the best average set of primaries. These standard colors are presented in different screen values to demonstrate the diversity of full and intermediate pure colors, tints, shades and modified tones possible with the four inks. The screen mixtures shown can be used as a guide for color correction and selection. This chart may be employed by the artist, art director, retoucher, engraver and lithographer to maintain accurate color standards throughout production. Duplicate runs have been made of the chart on offset and coated stocks to show how the different inks reproduce on these two types of paper. Copies of the Kodachrome chart are available upon request.



smaller and for a 22 x 34 press and smaller.

### New Agfa Densitometer

Agfa Anasco, Binghamton, N. Y., has announced the Anasco Sweet Densitometer, a new instrument for measuring photographic density, which has been developed by Monroe H. Sweet of the company's research laboratories. The basic feature of the new densitometer is in the use of a photo-sensitive tube which, when placed in the path of a beam of light, varies the flow of an electric current in proportion to the intensity of the light. This current, after amplification, actuates a meter which is calibrated directly in terms of density. Complete technical specifications and price quotations will be furnished by Agfa Anasco upon request.

### Correction

Craig Corp., New York, points out that we were incorrect in describing the new Craig Dri-Spray in our July issue as a device for spraying

powder mixed with liquid. The company emphasizes that as the name Dri-Spray indicates, only dry powders are used and no liquid whatsoever is employed. It is this feature, the company states, that prevents fog in the pressroom and makes it possible for the material to be sprayed as close to the printed sheet as the design of the press will permit.

### Explain Gov't Advertising Rules

The National Better Business Bureau, New York, has recently issued a revised edition of its research bulletin entitled "What Every Advertiser Should Know Before Implying that the United States Government or Its Personnel Approves His Goods." As the war effort increasingly occupies a greater share of industrial production and public attention, there is a growing tendency on the part of some manufacturers to "go patriotic" in their advertising. The new bulletin designed by National Better Business is intended to aid advertisers, advertising agencies and advertising media

### ATF Offset Press Work Table

American Type Founders Sales Corp., Elizabeth, N. J., has announced a work table and storage cabinet designed for use with offset presses. One end of the table is equipped with guides for checking register of printed sheets and the other end has a plate glass top for mixing inks. The cabinet is provided with a tool drawer, a deep drawer which will hold five spare rollers and dampers and seven sliding shelves for packing sheets, press OK's, printed samples, spare blanket and press plates. Also included is a compartment for job tickets, inks, as well as spaces for roller wash-up device and press chemicals. Of wood construction throughout, the table is available in two sizes—for a 17 x 22 press and

... 75 - YEARS - OF - SERVICE



"We realized from the start that business depends upon reciprocal relations, and confidence; that we would have to establish a reputation for fair, honorable, liberal dealings and to make it to the interest of the buyer to place his orders with us, by supplying service and endeavoring to satisfy our customers as far as possible in every respect."

— Edward Mallinckrodt, Sr.

Today, there is hardly a field of endeavor in which Mallinckrodt Chemicals do not play an important part. Among them has grown a complete line of chemicals for the lithographic industry.

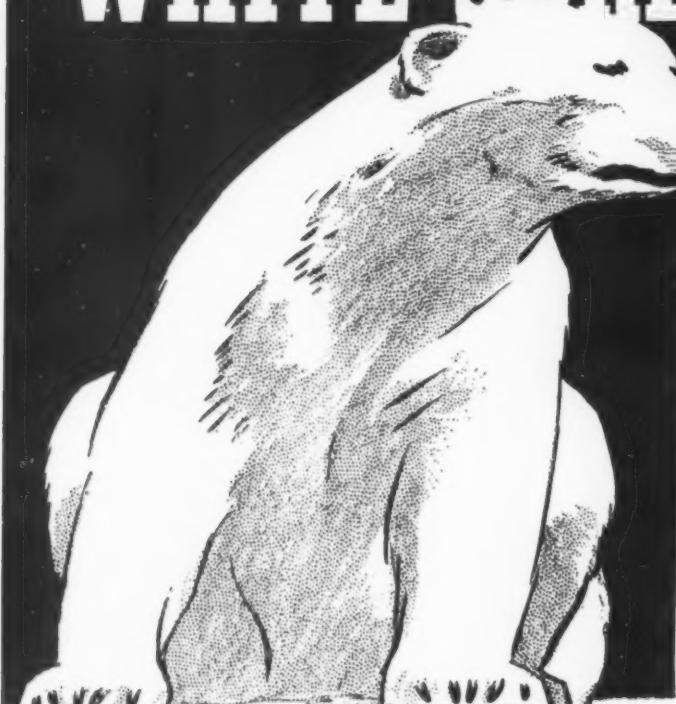
## MALLINCKRODT-CHEMICAL-WORKS

MALLINCKRODT ST., ST. LOUIS, MO. . . . 74 GOLD ST., NEW YORK, N. Y. . . . CHICAGO . . . PHILADELPHIA . . . LOS ANGELES . . . MONTREAL

## WHITE SOREX

A CYLINDER-MADE PAPER  
THAT IS EXCEPTIONALLY  
BRILLIANT • BRIGHT • WHITE

with STRENGTH  
STURDINESS • STAMINA



The perfect paper for printed matter that must stand up under rough usage—and retain its rigidity and appearance . . . The paper preferred for hundreds of uses where resistance to wear and tear is demanded.

STOCK LINES  
CREAM SOREX • WHITE SOREX • No. 1 JUTE  
DOCUMENT • BUCKHIDE TAG • EQUATOR  
OFFSET • EQUATOR INDEX BRISTOL • VALLEY  
CREAM POST CARD • MIDDLETOWN POST CARD

**THE SORG PAPER CO.**  
**Middletown, O.**

Manufacturers of a wide variety of Fourdrinier and Cylinder papers...Specially constructed papers made to individual orders.

NEW YORK OFFICE.....370 Lexington Ave.  
CHICAGO OFFICE.....Daily News Bldg.  
Representatives:  
BOSTON.....C. H. Dodge, 10 High Street  
ST. LOUIS.....H. E. Louis, Ambassador Bldg.  
LOS ANGELES.....N. L. Brinker, 122 S. Central Ave.



in understanding the rules and regulations of the various departments of the U. S. Government with respect to reference in advertising to the federal government, its personnel, equipment, tests, purchases, inspections, certificates or other relationship to commercial goods and services. Rules are discussed which regulate the broad policies involved and the procedure to follow in observing the proprieties. Information contained in the bulletin was obtained entirely from authoritative governmental sources and is believed to be accurate as of the date of publication. Copies are available from the National Better Business Bureau, Chrysler Building, New York, for ten cents.

#### Suggest Bristols for Offset

Linton Brothers & Co., Fitchburg, Mass., have just issued a book describing the use of bristols for offset. By calling attention to the advantages of bristol, and by classifying the uses of bristol within broad divisions, such as its use for covers, cut-outs, direct mail, enclosures and packaging, the booklet provides a convenient and informative advertising aid for the lithographer and advertising manager.

#### New ATF Darkroom Cabinet

American Type Founders Sales Corp., Elizabeth, N. J., announces a new darkroom cabinet for storing unexposed, as well as exposed, film and paper. The upper section contains four drawers, each constructed with light-tight automatic cover slide. The lower half of the cabinet, which has a hinged door, provides storage space for boxed film and miscellaneous supplies. The new cabinet is of wood construction finished in gray enamel with black masonite top. Model A has a 16" trimmer knife for cutting paper and film and Model B is without the trimmer knife.

#### ATF Announces New Script

American Type Founders Sales Corp., Elizabeth, N. J., has announced "Brush," a new connected script designed by Bob Smith. According to Gerry Powell, typographic



director of the company, the new face reproduces in type the free brush lettering that is widely used in current advertising. It is pointed out that the novel method in which the letters join permit their being cast on a square body and reduces kerns to a minimum. Showings of "Brush," which is cut in sizes 12 to 84 point, are available on request.

#### Champion Shows Coated Offset

Champion Paper and Fibre Co., Hamilton, Ohio, has issued an attractive broadside showing black and white and four-color process reproductions on its Champion Wedgwood Coated Offset stock. Copies of the piece are available on request.

#### Describes Synthetic Coating

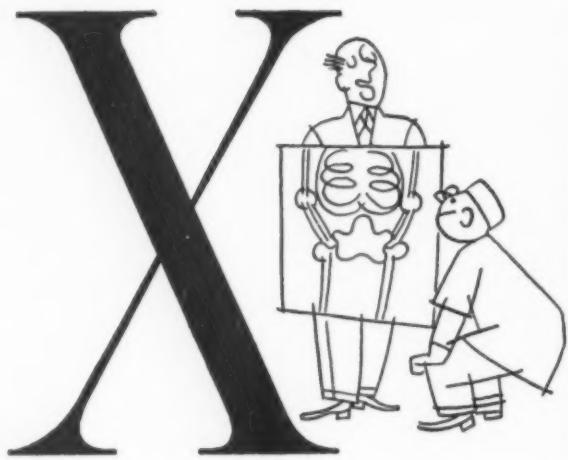
Working directions for the use of V-Coat, a new synthetic replacement for egg albumen, are given in the current issue of *Harris Impressions*, house organ of Harris-Seybold-Potter Co., Cleveland. Formulas employing the new coating for zinc or aluminum plates are included, along with instructions for their application. Another interesting feature in the current issue of the Harris publication is an article entitled "Informative Advertising" which points out the importance of this type of promotion during the war period and how it contributes to the war effort. Copies of *Harris Impressions* are, as always, available upon request.

#### Halftone Demonstration

American Printing Ink Co., Division of General Printing Ink Corp., Chicago, has just issued a specimen kit entitled "American Halftone Black Demonstration." It includes specimens of seven halftone black inks printed on several grades of commonly used stocks in order to show the printer and advertiser just what results may be expected, dependent on screen, ink and paper used. The demonstration is housed in a convenient slip-case, and die cuts indicate the classification of paper. Copies available on request.

#### Publish Bookvertising

*Bookvertising*, a volume recounting the experiences of 85 advertisers—ranging from manufacturers and jobbers to trade associations and colleges—in printing and distributing books about their products or services, has been published by Saybrook House, New York. Compiled by Herbert J. Stoeckel, director of research, *Bookbinding and Book Production Magazine*, edited by R. Sherwood King, former account executive with Fuller & Smith & Ross, Inc.; with a foreword by Dale Houghton, Associate Professor of Marketing, New York University, *Bookvertising* is the first "case history" account of the experiences of firms and institutions who have found the use of books as a medium for their advertising and public relations messages to be both effective and timely. *Bookvertising* is the



... stands for X-rays  
Through KIMBLES they go  
To show up the innards  
Their excellence you'll know.

*Motors by KIMBLE*  
Distributed by AMERICAN TYPE FOUNDERS  
Branches and Sales Agents in 25 Cities

## You Can't Ration the Future

No, so long as there are people with vision—despite even a war as overwhelming and disrupting as this one—there will be a future to work and plan for. We here at Bensing Brothers and Deeney have taken the attitude that so long as there is a lithographic industry—and that means for all time—so will there always be the keenest interest in high quality lithographic inks. To be sure, restrictions and shortages in some of the more critical materials have occurred and undoubtedly will again. But we shall make every effort to permit nothing to interfere with the high quality standard of Bensing Brothers and Deeney lithographic inks.

### BENSING BROS. & DEENEY

401 N. Broad St. Philadelphia, Pa.  
538 S. Wells St., Chicago, Ill.

**Huronette** PLATE FINISH  
REACH WHITE

**D** product of  
ORT

**HURON**

...for fine Offset work

Really WHITE, sturdy, economical . . . specify HURONETTE to assure finest lithographing results. Takes roughest usage — meets a wide range of requirements. Samples on request.

#### SPECIFICATIONS

**Color:** Bleach White. **Weights:** 80, 100, 125, 150, 175, 200, 225 lbs. (24 x 36—500). **Sizes (sheets):** 24 x 36—all basic weights; 22 1/2 x 28 1/2—100 lbs. and heavier; 20 x 26 and 26 x 40—100, 125, 150 lbs. only. **Grain:** all long grain. **Jumbo Rolls:** 72 inches wide. **Special Rolls and Sheets:** Sizes to fill trim; min. 65", max. 72". **Special Finishes and Weights** furnished on application.

**PORT HURON SULPHITE & PAPER CO.**  
MILLS: Port Huron, Michigan  
NEW YORK CHICAGO BEREAL, OHIO SAN FRANCISCO

## Our biggest job now is to hasten Victory

### BUY WAR BONDS NOW



YOURS FOR SOUND BUSINESS ... BEFORE AND AFTER VICTORY

**G. CRAMER DRY PLATE COMPANY**  
NEW YORK ST. LOUIS CHICAGO

name coined by the book manufacturing industry to characterize books issued by industry and not ordinarily offered for public sale. The editors point out that this form of advertising commends itself at the present time because it enables the issuing firm to keep its sales message alive and its name before the public for the longest possible time and thus helps solve the problem of firms that are unable to fill immediate orders because of war shortages.

The first part of *Bookvertising* is devoted to these case histories describing the experiences of firms and institutions in the production of books for advertising from the initial idea to the results achieved. The second part contains chapters by various authorities in the graphic arts who explain how to produce successful advertising books. The book is priced at \$5.00.

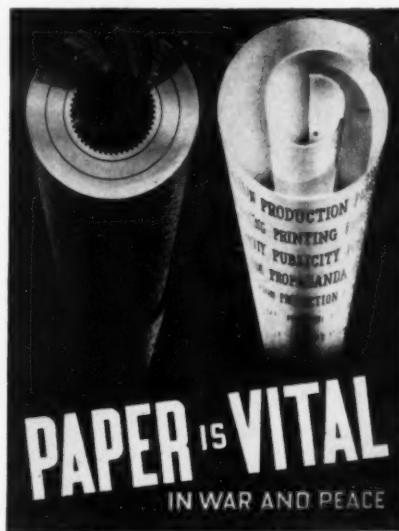
#### Guth Issues Lighting Catalog

Edwin F. Guth Co., St. Louis, manufacturer of lighting equipment, has just issued a new catalog presenting its complete line of latest lighting developments for fluorescent and incandescent lamps. The new catalog features such Guth developments as the "Excelux" and "Flu-O-Indict" products and introduces its new "Eye-to-the-Future" fluorescent lighting system. The advantage of the idea to the future lighting system, according to the catalog, is that it provides a permanent lighting system with flexible foot candle capacity for increased illumination when desired, thus overcoming the limitation of fluorescent fixtures which have no provisions to produce additional foot candles. Copies of the new catalog are available on request by writing direct to the company or to *Modern Lithography*.

#### Microfilm Has Wartime Part

The recent announcement by the War Department that letters home from American soldiers overseas would be microfilmed, adds further value to the article "Microfilm in Uniform" in the June-July issue of The Du Pont Magazine. Micro-

filming, with an interesting history as early as the Franco-Prussian War, finds increasing use in the present effort, in both the preservation and transportation of documents.



#### Mead Offers Colorful Poster

To give widespread publicity to the important message, "Paper is Vital in War and Peace," The Mead Corporation commissioned artist John Mil-

#### War Time Sales Opportunities

(from page 26)

once established, repeat regularly and are a good source of business for many lithographers.

Naturally the "will to work" is not enough. Employees must also be provided with the proper "know-how." Manufacturers of tools are providing the "know-how" through manuals.

The Browne and Sharpe Manufacturing Company has issued a series of instruction pamphlets on the "Set Up and Operation of Automatic Screw Machines." A bound book called the Browne and Sharpe handbook, is a guide for young machinists. It is a complete 300-page textbook.

The Norton Company provides operators of its machines with a "Handbook on Thread Grinding" which contains salient information, graphs and blank data sheets for the operators' records.

A book called "Forming Aluminum" by the Aluminum Company of America is directed to the foreman of the aluminum fabricating plant.

Warner and Swasey have produced an elaborate 240-page case bound book

ligan to design this striking poster. Full color reproductions in 9" x 12" size are being offered to anyone who requests them on his business letter-head by addressing Mead Sales Company, 230 Park Avenue, New York.

#### Offer Reducing Guide

Industrial Art & Drafting Co., New York, has announced the Reduct-O-Graph, a reducing guide for layout men, artists and draftsmen. In chart form, measuring 16" x 22", the Reduct-O-Graph contains reproductions of eleven commonly used elements and types of work in positive and negative and in original and reduced sizes.

#### Booklet on Posters

Of current interest is a recently announced booklet "How to Make Posters That Will Help Win the War." The poster recommendations are based on a study by Young & Rubicam, New York advertising agency. The sixteen-page illustrated booklet is sent without charge by the agency.

"Turret Lathe Operators' Manual" which sells to operators for \$2.50.

You can see that there are virtually no limits to the lengths manufacturers will go to put across effective information on the operation of factory equipment.

The specimens discussed are jobs that have been sold by other printers and lithographers recently, under virtually the same market conditions that you will encounter when you leave this Convention.

You have probably noticed the trend away from the type of lithography that is designed to sell goods. Instead, there is a trend towards lithography that is designed to educate people about business and to provide incentives to win the war.

Just as wartime means a change of markets to the plants now manufacturing arms for the government, so it means a change in markets for the lithographer. You who are aggressive will adapt your organizations to the new set of conditions and will not have to wait for the day when your regular customers come back into the market.

# ★ Defender ★

WHEREVER A PHOTO-PROCESS  
SPEEDS PRODUCTION FOR  
VICTORY

For lithography and photo-engraving, for photocopying, Defender Litho and Photo-Writ products meet the most difficult reproduction problems of war production.

**DEFENDER LITHO TRANSPARENT—ORTHO**—water proof base—for economical production of line negatives in lithography and reproductions for engineering use.

**DEFENDER LITHO FILM—ORTHO**—safety base—high resolving power for efficient halftone and line work.

**DEFENDER LITHO NEGATIVE PAPER—ORTHO**—for line negatives.

**DEFENDER LITHO PLATES—ORTHO**—for high contrast negatives in absolute register.

**DEFENDER LITHO DEVELOPER 7-D**—in convenient ready-to-mix form.

**DEFENDER PHOTO-WRIT**—for high quality photo-copying. Nine grades to meet every requirement.

DEFENDER PHOTO SUPPLY CO., INC., ROCHESTER, N. Y.



DRISCOLL'S

Coverwell  
INKS

•  
OFFSET  
LETTERPRESS  
ANILINE  
•

MARTIN DRISCOLL & CO.  
610 FEDERAL STREET • CHICAGO, ILLINOIS  
BRANCH PLANT IN MILWAUKEE, WISCONSIN

# GOERZ

American-Made  
**LENSES**  
for Photolithography  
"The Most Exact Tools"



**ARTAR APOCHROMAT**

f:9 to f:16

The ideal lens for color separation negatives. Color-corrected to produce images of the same size, to correctly superimpose in the finishing process. Focal lengths: 9½ to 70 inches. New sizes 4" and 6" for color separation blowups from 35 mm. Kodachrome.

**GOTAR ANASTIGMAT**

f:6.8, f:8, f:10

Assuring freedom from distortion, this is the ideal lens for intricate subjects requiring an intense clarity of definition. Focal lengths: 8½ to 24 inches.

**GOERZ PRISMS**

of the Highest Accuracy—For reversed negatives to save stripping the film, and reduction work.

For FREE literature address DEPT. P-L 8

CP GOERZ AMERICAN OPTICAL CO.  
317 EAST 34<sup>TH</sup> ST. NEW YORK CITY

American Lens Makers since 1899

### National City Uses Posters

By using colorful pictures of battle scenes mounted on poster board and providing appropriate copy thereon, the National City Bank of New York developed some notable displays for its branch banks. These displays picture America's fighting forces in combat scenes and thus give the purchaser of war bonds and stamps a vivid idea of the ships, planes, and tanks which his money is helping Uncle Sam to buy.

The bank utilized the full-color 8" x 10" action pictures which the Dixie-Vortex Company had made for use as premiums in its ice cream promotion. The bank, in its initial display, made use of 24 different pictures on a poster approximately 4' wide by 8' high. On subsequent smaller displays furnished to its branch banks, six to ten pictures were used, these being mounted into position on poster board backgrounds made by the bank.

### Forbes Aids Salvage Drive

W. C. Forbes, president of Forbes Lithograph Mfg. Co., Boston, is taking a prominent part in the work of the American Industries Salvage Committee in the current scrap salvage program of the WPB. Mr. Forbes is serving as liaison between the American Industries Salvage Committee and individual companies in the printing and lithographic industries. Mr. Forbes has asked that each company appoint a responsible salvage official to assist in any way possible the local Salvage Committees that have been established by WPB in 12,000 communities.

### Change MASA Convention Date

The Second War Conference of the Mail Advertising Service Association, International, is to be held in Detroit, Michigan, at the Hotel Statler, Saturday and Sunday, October 3 and 4. This War Conference is being substituted for the 22nd Annual M. A. S. A. Convention, which was to have been held October 4, 5, 6 and 7, in St. Louis, the changes having been made in behalf of co-operation with the war effort. Roy G. Rylander of Chicago, Program Chair-



### American Offers Fibre Cans

A method for the manufacture of cans with fibre bodies on machines formerly used in the manufacture of lithographed metal containers has just been announced by American Can Co. Under the newly developed method paper will be substituted for tin for the container sides, being cut to sheets of tin plate size, lithographed on the regular presses formerly used for lithographing designs on tin plate, then sheared and formed into bodies.

man, has planned a program whose major theme is the part this industry can play in assisting the war effort, and all the usual entertainment features, such as the annual banquet, formal luncheons and evening parties, have been eliminated. "Strictly business" will be the order of the day.

### Eye Appeal in Third Dimension

In a new display designed and produced by the Einson-Freeman Company, Inc., of Long Island City, the Breyer Company used a multiplane construction that gives three dimensional effect to the piece.

A two-plane peach, in full perspective, blends into a plate of delicious peach ice cream. The dish of ice cream stands on a front plane by itself—resting on a slanting die-cut

Metal ends will be seamed onto the container.

American Can Co. has announced that other can companies will be licensed to use the new method as soon as it has been fully tried out and perfected in actual production. Its greatest merit is said to be that no new machinery is required for either the container manufacturer or the packer. The new containers are expected to be of particular interest to the packer of dry products.

doilie—thus giving the impression of actuality. The peach's core is perfectly curved, using a separate plane from the rest of the peach, and includes every detail of depth and color. This display is a convincing demonstration of the tremendous eye appeal in the use of perspective for point-of-sale material.

### PNA Meets Oct. 16 and 17

The annual meeting of Printers National Association, the national association of employers of union printing trades labor, will be held October 16 and 17 at the Edgewater Beach Hotel, Chicago. A well-balanced program is being developed, shaped to be most helpful to P. N. A. members, especially in connection with problems arising from war conditions.

## THE KEEN OBSERVER

It is vitally important that you check your pressroom requirements now in order to prepare yourself for that future rush you are anticipating. Don't be caught short and wanting. Because every hour wasted waiting for material is time that cannot be made up and is a total loss.

Our "Over Half Century of Service" is at your command and you can avail yourself of its value by just a phone call.

If you are not now using our offset inks, why not try them and be convinced of their true worth and good quality.

Check on your offset rollers now, and have them reconditioned to look and act like new.

### J. H. & G. B. SIEBOLD, Inc.

Manufacturers of

### PRINTING INKS LITHOGRAPHIC

OFFICE: 47 WATTS ST. NEW YORK, N. Y.  
FACTORY: 101 SIXTH AVE.  
Phones: WALKER 5-5565-66-67-68

## FOR SALE

Potter Offset Press—1 color 28" x 42" in good condition. Dexter pushfinger Feeder, Chain Delivery.  
Harris Offset Press—1 color 19" x 30" with motor and electrical equipment.

Zinc Plates—used—.012 Thickness

1440 size 25 $\frac{1}{2}$ " x 36"	AT \$ .95 EACH
400 size 22 $\frac{1}{2}$ " x 28"	AT \$ .80 EACH
334 size 19 $\frac{1}{4}$ " x 23"	AT \$ .75 EACH

One Monotype Material Maker—#9294 with special Monomeit attachment; twelve different rule and border mats and the following molds:

NR2F	2 pt.	.763
NR2F	2 pt.	.888
NR	6 pt.	.763
NR	6 pt.	.888
NR	12 pt.	.763
NR	12 pt.	.888

*Monotype Matrices*

1 font 24 pt. Caslon Matrices	Face	337
1 font 30 pt. Caslon Matrices		337
1 font 36 pt. Caslon Matrices		337
1 font 24 pt. Caslon Italic Matrices		337
1 $\frac{1}{2}$ font small caps 14 pt. Caslon Matrices		337
1 font 36 pt. Caslon Italic Matrices		337
1 $\frac{1}{2}$ font small caps 18 pt. Caslon Matrices		337
1 $\frac{1}{2}$ font small caps 24 pt. Caslon Matrices		337
1 font 24 pt. Bodoni Matrices		175
1 font 24 pt. Bodoni Italic Matrices		175
1 font 30 pt. Bodoni Matrices		175
1 font 36 pt. Bodoni Matrices		175
1 font 30 pt. Bodoni Italic Matrices		175
1 font 36 pt. Bodoni Italic Matrices		175
1 font 14 pt. Goudy Handtooled Italic Matrices		3831
1 font 24 pt. Goudy Handtooled Italic Matrices		3831
1 font 30 pt. Goudy Handtooled Italic Matrices		3831
1 font 36 pt. Goudy Handtooled Italic Matrices		3831
18 pt. Cloister Black Matrices		95
Matrices—36 pt. Caslon Bold Italic		791
Matrices—30 pt. Caslon Bold Italic		791
Matrices—24 pt. Caslon Bold Italic		791
Matrices—18 pt. Caslon Bold Italic		791

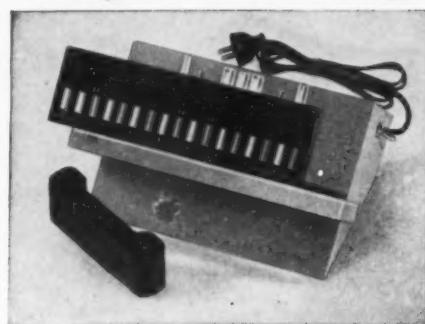
5 Cooper-Hewitt Lamps.

Approximately 50 chases, sizes from 10" x 13" to 41" x 26" (inside measurements).

8 Ceiling Drop Lights, with chains and globes.

Address Box #815  
MODERN LITHOGRAPHY

Now...  
MAKE pH DETERMINATIONS  
anytime.. anywhere!



PRICE  
COMPLETE  
\$8.50  
F.O.B. BALTIMORE

The Taylor Midget Dalite Lamp is an invaluable supplement to your Taylor pH Comparator. With it, you may make accurate determinations anywhere in your plant—at any time of the day or night. Designed primarily for use at night or in dark places it has been found to be ideal for all routine testing, even in daylight. Just plug it into the nearest electrical outlet.

See your dealer or write direct.

W. A. TAYLOR AND CO.  
7300 YORK RD. • BALTIMORE, MD.

For  
REAL Color Separation VALUE  
Use  
**ILFORD**  
**PANCHROMATIC DRY PLATES**

1. Constant Uniformity
2. Better Separation Value
3. Contrast Adaptability To All Color Reproduction Process

SOLE U. S. DISTRIBUTORS

Complete Stocks

Prompt Service

**Photo**  
**NORMAN-WILLETS CO.**  
**Supplies**

Mid-West Depot  
316 W. Washington St.  
CHICAGO, ILLINOIS

Eastern Depot  
10 West 33d Street  
NEW YORK, N. Y.

MODERN LITHOGRAPHY

# LITHOGRAPHIC ABSTRACTS

Abstracts of important current articles, patents, and books, compiled by the Research Department of the Lithographic Technical Foundation, Inc. These abstracts represent statements made by the authors of articles abstracted, and do not express the opinions of the abstractors or of the Research Department. Mimeographed lists have been prepared of (1) Periodicals Abstracted by the Department of Lithographic Research, and (2) Books of Interest to Lithographers. Either list may be obtained for six cents, or both for ten cents in coin or U. S. stamps. Address the Department of Lithographic Research, University of Cincinnati, Cincinnati, Ohio. Original articles cannot be furnished except as photographic copies at twenty cents per page plus postage.

## Photography and Color Correction

**Emergency Developers.** Richard B. Willcock. *British Journal of Photography*, 89, No. 4281, May 22, 1942, pp. 192-3. Because of the scarcity of hydroquinone, it is necessary to find other types of materials to use in developers. Amidol is suggested for high speed work. Paraminophenol gives reasonable contrast and may be speeded up by the addition of a little metol. Metol alone may be used for all-round negative work. Suggestions are given for increasing the life of the metol-hydroquinone developers that are available. Formulas and development times are given for the developers discussed above. Various commercial developers are also discussed. Potassium salts are almost unobtainable but may be replaced by the corresponding sodium salts.

**Negative Engraving as done in U. S. Litho Work.** H. J. Stevens. *Lithographers' Journal*, 26, No. 15, June, 1942, pp. 117, 119, 145. Negative engraving is a special skill which is practiced in map making at the U. S. Coast & Geodetic Survey. Entire negatives are engraved, on which the lines of the map can be seen, but are opaque to light and will not print.

One special tool used in this work is described in detail. This is "The Subdivider" and can be used to subdivide the latitude and longitude into seconds with extreme accuracy. It can also be used to engrave symbols such as small squares for houses. This work is somewhat similar to the work the old stone engravers did and it is suggested that some of these workmen who have been displaced by modern processes might fit well into the work.

**Photographic Density Determined by the Contact Printing Method.** M. H. Sweet. *Journal of the Photographic Society of America*, 7: pp. 126-30, 176, Oct., 1941. The problem of calibrating transmission densitometers is discussed. A contact printing method for standardizing photographic density measurements is outlined, and the factors involved in the practical application of this method are explained. Instruments for measuring contact printing density are described. (*Monthly Abstract Bulletin of Eastman Kodak Company*, 28, No. 3, March, 1942, p. 103.)

## Planographic Printing Surfaces and Plate Preparation

**Photo-Lithography.** A. Haigh and H. M. Cartwright. *Process Engravers' Monthly*, 49, No. 581, May, 1942, p. 135. A plate is often given further treatment after graining before it is ready for the coating solution. The objects of these treatments are (1) to assist in the removal of traces of graining mud and insure cleanliness, (2) to freshen the surfaces of plates which have been stored and affected by dust and atmospheric exposure and/or (3) to create on the surface of the plate a film which will remain after the final washing and which is especially receptive to fatty acid. A formula of 1 oz. nitric acid,

8 oz. potash alum, and 160 oz. water is given as an effective counter-etch. The procedure is briefly described. An alkaline etch is sometimes used for aluminum plates.

**"Silvalith".** R. B. Fishenden. *Modern Lithographer and Offset Printer*, 38, No. 4, April, 1942, pp. 38-9. A description is given of the new "Silvalith" plates developed by the L. C. C. School of Photo-Engraving and Lithography, the Printing and Allied Trades Research Association, and Kodak, Ltd., as reported in PATRA Information Leaflet No. 22 and Kodak, Ltd. Data Sheet D. 8. "Silvalith" plates are grained zinc plates coated with a thin layer of silver bromide emulsion which is soluble in hot water. After exposure the plate is developed in a tanning developer and then the untanned gelatine is washed away with hot water. Details of procedure are given for both the normal process (where a positive is obtained from a positive) and the reversal process (a positive from a negative). The merits of the process are: (1) the speed with which plates can be made without the use of whirler, arc lamps, etc.; (2) the original can be photographed direct onto the zinc litho plate by a projection method in the camera without the need of an intermediate negative; and (3) the processing technique is similar to that already used for reversal plates.

**Making Half-Tones from Half-Tones.** Frank H. Smith. *Process Engravers' Monthly*, 48: No. 576, Dec. 1941, pp. 342-3. 49: No. 577, Jan., 1942, pp. 20-1; No. 578, Feb., 1942, pp. 48-9; No. 579, March, 1942, pp. 70-1. The writer discusses thoroughly the causes and methods of reducing or eliminating the moire patterns formed when a half-tone is reproduced from a half-tone. There

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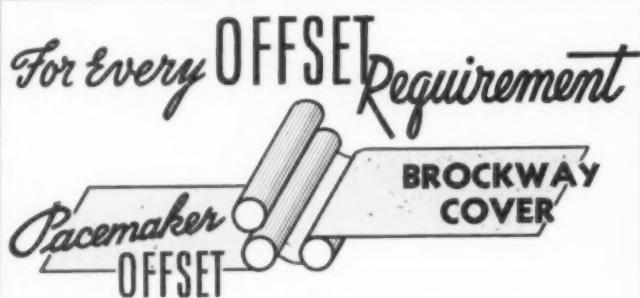
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are two causes of the moire pattern, (1) difference in the number of lines per inch in the two screens and (2) the angle of the two screens. Formulas are worked out for finding the conditions which lead to the "least pattern." This "least pattern" combined with a method of eradicating the pattern ( (a) putting the camera out of focus, (b) using a grain screen, (c) jolting the camera during exposure, and (d) using the "scattering" effect of a finely ground glass over the copy) gives excellent results. The author considers (d) the best eradicating method. Illustrations are given.

**Automatic Drop-Out Process.** Anonymous. *Editor and Publisher*, May 9, 1942, p. 32. A new process for automatically removing all screen tone dots from white areas of the half-tone reproduction of any original drawing or photo has been developed by A. L. Huttkey. "Where it may otherwise take a man six to eight hours to drop out whites by hand, this automatic process takes two hours with far superior results," is the claim of the inventor. The procedure: 1. The original is received from the store and an ordinary square half-tone (negative) is made. 2. With a special developer, a drop-out mask is made. Then the negative goes through another process which completes the drop-out process automatically. 3. After they have dried, the half-tone and the automatic drop-out mask are put into register. 4. From these combined negatives a contact print is made void of dots in the white areas. 5. This print is sent to the engraver who makes a line cut although the finished ad closely resembles a wash drawing. (*Share Your Knowledge Review*, 23, No. 8, June, 1942, p. 7.)

**Silver Photo-Lithography.** R. B. Fishenden. *Modern Lithographer and Offset Printer*, 38, No. 5, May, 1942, pp. 54, 56. The new "Silvalith" process is an important practical advance in connection with the rapid production of any work where time, accuracy, and good quality are the vital considerations. In the

dichromated colloid processes the light-sensitivity of the film varies with the temperature and relative humidity. The use of the silver emulsion minimizes variations. The plates are now available in only a few sizes, demy being the standard. In poster work for direct projection these plates seem to be very suitable.

#### Equipment and Materials

##### The Amateur Photographer—

**Wetting Agents in Photography and Photo-Lithography.** Philip J. Shakespeare. *Lithographers' Journal*, 26, No. 15, June, 1942, p. 119. Various uses are suggested for wetting agents in photography and photolithography. Added to the plate coating solution, these agents will make the solution flow on more evenly and will minimize air bubbles. The drying of film or paper is accelerated by immersing it in a weak solution of wetting agent after developing. In retouching, wetting agents help by causing the reducing or staining solutions to flow on more easily.

#### Paper and Ink

**Some Experiments Related to the Erratic Drying of Litho Prints.** R. F. Bowles. *Patra Journal*, 5, No. 6, May, 1942, pp. 92-6. Prints which are subject to erratic drying may be divided into two classes: (1) those which can be smudged after being heated and (2) those which dry after being heated. The first class results from the powdering of a thin film of ink. The variation in thickness of ink films in the lithographic process is due to the ink absorbing water from the plate and becoming less fluid, thereby preventing adequate distribution. Experiments seemed to indicate that the second class of erratic drying was caused by the damping water retarding the regular drying of the varnish.

#### General

**Good Offset Needs Correct Ink and Water Balance.** John Stark. *Inland Printer*, 109, No. 3, June, 1942, pp. 50-1. It is very important that a minimum of water be carried on the press. Otherwise the

ink will emulsify with it. The core of each damper must have the same circumference along its entire length. Hard, worn, or baggy dampers should not be used. The lower damper in contact with the brass roller should be set a little tighter than the top one. There should be at least one or two flannel sleeves under the molleton cover. The pH value of the fountain solution should be between 3.8 and 4.6.

**Conservation of Offset-Lith Supplies.** C. W. Latham. *Printing Equipment Engineer*, 64, No. 3, June, 1942, p. 48. Gasoline and naphtha will evaporate out of a rubber blanket, but kerosene will not and should, therefore, be avoided in blanket washes and inks. Turpentine and cobalt driers are harmful to rubber and also should be avoided. If blankets are rested periodically, by keeping two blankets for each cylinder and changing them each week, they will last longer. In cleaning composition rollers they should be washed up once with blanket wash, then a knife full of light varnish should be placed on one rider roller and run through the inking system to pull out all the pigment hidden in the pores. The rollers are then washed again. Form rollers will cause less streak, due to the over charging while traveling over the cylinder gap, if they are not all the same diameter.

**Over-Pressure Distribution for Register.** John Stark. *Lithographers' Journal*, 26, No. 15, June, 1942, p. 115. The over-pressure distribution should not be changed to correct mis-register except in extreme emergencies. Sometimes, however, it is necessary to make the design print longer or shorter. For the first case about .002" of packing should be removed from the plate and placed under the blanket. For shortening the print, .002" should be taken from under the blanket and placed under the plate. If it is expected that the paper will stretch in the first printing, it might be run with .002" more thickness under the plate and .002"

(Turn to page 65)

## "WHERE-TO-BUY-IT"

NOTE: This is a classified list of the companies which advertise regularly in MODERN LITHOGRAPHY. It will aid you in locating advertisements of equipment, materials or services in which you are particularly interested. Refer to the Advertiser's Index on page 65 for page numbers. *Say you saw it in Modern Lithography.*

### Chemicals

Agfa Ansco  
California Ink Co., Inc.  
Defender Photo Supply Co.  
Eastman Kodak Co.  
Harris-Seybold-Potter Co.  
LaMotte Chemical Products Co.  
Litho Chemical & Supply Co.  
Mallinckrodt Chemical Works  
Merck & Co., Inc.  
Norman-Willets Co.  
Harold M. Pitman Co.  
Senefelder Co., Inc.  
J. H. & G. B. Siebold, Inc.  
Sinclair and Valentine Co.

### Graining and Regraining

(Zinc, Aluminum, Glass and Multilith Plates)  
Fuchs & Lang Mfg. Co., Div. General Printing Ink Corp.  
International Printing Ink Corp.  
Litho Plate Grainers of Detroit  
Litho Plate Graining Co. of America, Inc.  
Maklin Litho Plate Graining Co.  
Photo Litho Plate Graining Co.  
Reliable Litho Plate Graining Co.  
The Senefelder Co., Inc.

### Graining and Regraining Materials

The Senefelder Co., Inc.  
J. H. & G. B. Siebold, Inc.

### Inks—(Varnishes and Dryers)

Bensing Bros. & Deeney  
California Ink Co., Inc.  
Crescent Ink & Color Co. of Penna.  
Martin Driscoll & Co.  
Fuchs & Lang Mfg. Co., Div. General Printing Ink Corp.  
Gaeljens, Berger & Wirth, Inc.  
International Printing Ink Corp.  
E. J. Kelly Ink Co.  
H. D. Roosen Co.  
The Senefelder Co., Inc.  
J. H. & G. B. Siebold, Inc.  
Sinclair & Carroll Co.  
Sinclair and Valentine Co.

### Miscellaneous

Russell Ernest Baum (Folding Machinery)  
Ben Day, Inc. (Shading Medium)  
Demby Litho Service (Camera and Platemaking Instruction)  
International Business Machines Corp. (Typewriters)  
Nelson Associates (Copy Preparation for Lithographic  
Reproduction)

### Paper

American Writing Paper Corp.  
Champion Paper and Fibre Co.  
Chillicothe Paper Co.  
Fox River Paper Corp.  
Hammermill Paper Co.  
International Paper Co.  
The Mead Corp.  
Neenah Paper Co.  
New York & Pennsylvania Co.  
Northwest Paper Co.  
Parsons Paper Co.  
Port Huron Sulphite and Paper Co.  
Rising Paper Co.

### Paper—Continued

The Sorg Paper Co.  
Strathmore Paper Co.  
S. D. Warren Co.  
West Virginia Pulp & Paper Co.  
George A. Whiting Paper Co.  
Whiting-Plover Paper Co.

### Photo Dry Plates and Films

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G. Cramer Dry Plate Co. (Photo Dry Plates)  
Defender Photo Supply Co.  
E. I. du Pont de Nemours & Co.  
Eastman Kodak Co.  
Hammer Dry Plate & Film Co.  
Norman-Willets Co.  
Harold M. Pitman Co.

### Plate Making Equipment & Supplies

Aluminum Co. of America (Aluminum Plates)  
California Ink Co., Inc. (Zinc and Aluminum Plates)  
Clean-O-Lith Co. (Plate Cleaner)  
Craftsman Line-Up Table Corp. (Line-Up and Register  
Table)  
Fuchs & Lang Mfg. Co., Div. General Printing Ink Corp.  
(Zinc and Aluminum Plates)  
C. P. Goerz American Optical Co. (Lenses)  
LaMotte Chemical Products Co. (pH Control Apparatus)  
Litho Equipment & Supply Co. (Cameras)  
National Carbon Co., Inc. (Carbons)  
Norman-Willets Co. (Cameras, Lenses, etc.)  
Harold M. Pitman Co. (Cameras, Vacuum Frames, Whirlers,  
etc.)  
Rutherford Machinery Co., Div. General Printing Ink Corp.  
(Cameras, Photo-Composing Machines)  
The Senefelder Co., Inc., (Aluminum Plates, Litho Stones, etc.)  
Union Carbide and Carbon Corp. (Carbons)  
W. A. Taylor & Co. (pH Control Apparatus)

### Plate Making Services

Graphic Arts Corp.  
Photo-Litho Plate Co.  
Progressive Fine Art Co.

### Pressroom Equipment & Supplies

Sam'l Bingham's Son Mfg. Co. (Rollers)  
Christensen Machine Co. (Bronzers)  
Fuchs & Lang Mfg. Co., Div. General Printing Ink Corp.  
(Flannel)  
Godfrey Roller Co. (Dampening Rollers)  
Harris-Seybold-Potter Co. (Presses)  
Ideal Roller & Mfg. Co. (Rollers)  
International Press Cleaner & Mfg. Co. (Press Cleaner)  
Kimbler Electric Co. (Motors)  
LaMotte Chemical Products Co. (pH Control Apparatus)  
Litho Equipment & Supply Co. (Proving Presses)  
Miehle Printing Press & Mfg. Co. (Presses)  
Printing Machinery Company (Pressroom Machinery)  
Rapid Roller Co. (Rollers and Blankets)  
The Rathbun & Bird Co., Inc. (Machinists)  
Roberts & Porter, Inc. (Rollers and Blankets)  
Rutherford Machinery Co., Div. General Printing Ink Corp.  
(Proof and Test Presses)  
The Senefelder Co., Inc. (Blankets, Molleton, etc.)  
J. H. & G. B. Siebold, Inc. (Rollers, Blankets and Molleton)  
Sinclair and Valentine Co. (Blankets)  
W. A. Taylor & Co., (pH Control for Fountain Solutions)  
Vulcan Proofing Co. (Rollers and Blankets)

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All classified advertisements will be charged for at the rate of ten cents per word, \$2.00 minimum, except those of individuals seeking employment, where the rate is five cents per word, \$1.00 minimum. Address all replies to Classified Advertisements with Box Number, care of Modern Lithography, 254 W. 31st St., New York. **Closing date: 1st of month.**

### For Sale:

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### For Sale:

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### Situation Wanted:

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### For Sale:

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after receipt of orders. Prices on our vignettes: 1—\$40; 3—\$35 each; 5—\$30 each; 10—\$25 each. Louis Roesch Co., 1886 Mission Street, San Francisco.

### Situation Wanted:

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### For Sale:

1 Ogden Photo-Composing Machine. Maximum plate size 49½" x 66". Maximum Negative 21" x 25". Complete with 9 negative holders and 2 plate holders for 34½" x 66" plate. This machine in A-1 condition and priced very reasonably. Address Box #779.

### For Sale:

Late model Webendorfer Offset Press. Very little used. Excellent condition. High speed, up to 17 x 22 sizes. Burnette Castings Co., Hartford, Mich.

### Situation Wanted:

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### Wanted:

Offset Press Foreman by New England plant. Address Box #816.

### Situation Wanted:

Offset pressman, 20 years of experience, wants permanent connection, Harris Presses. Am 38 years of age. Reliable. Address Box #774.

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### Trade Courses Announced

The Lithographic Technical Foundation announces the new fall courses for 1942-43. Included in the courses, which are provided to suit the needs of every type of lithographic employee, are the following: Survey of Lithographic Processes, Cost Finding and Estimating, Science of Platemaking Procedures, Science of Photography as Applied to Lithography, Science of Pressroom Procedures, Leadership Training, Principles and Problems of Management, Technology of Lithographic Processes, Materials and Equipment. In a group of special lithographic "shop courses," are such subjects as Camera, Color Correcting, Color Matching, Plate Making, Photo Composing, Offset Press, Striping, Chemistry of Plate Making and Chemistry of Photography. Details are obtainable in attractive booklets from the Foundation.

### DMAA Convention Cancelled

Because of the growing wartime transportation needs of the nation, and the national policy of discouraging association conventions, the board of governors of the Direct Mail Advertising Association voted to cancel the twenty-fifth annual convention of the association scheduled for St. Louis, October 8, 9 and 10. One-day work sessions sponsored by DMAA, collaborating with local groups, are planned for the autumn months in New York, Chicago, Boston, St. Louis and Detroit.

It is intended that the "Direct Mail Leaders" contest of 1942 will be held as originally planned, with the emphasis on wartime uses of mail order and direct mail.

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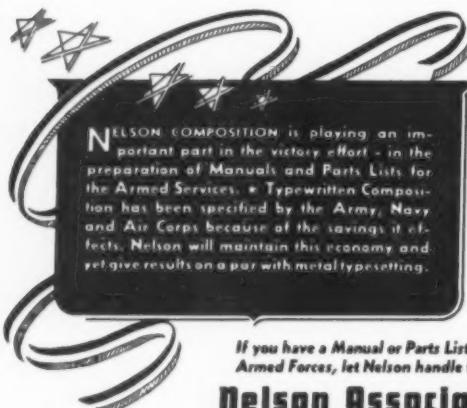
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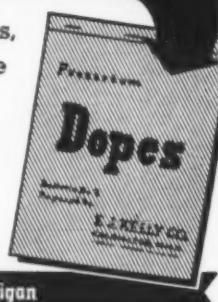
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### Lithographic Abstracts

(from page 61)

less under the blanket, so that the rest of the colors may be printed with the correct over-pressure distribution.

**The Quest for Lithographic Improvements.** A. C. Austin. *National Lithographer*, 49, No. 6, June, 1942, pp. 28, 75. Various recent advances in the lithographic field are mentioned. In England a process called the "Selectasine Abliteration Process" is used to reconvert paper for further use by coating over old work with a special ink, and thus presenting a fresh surface. From England also comes the "Silvalith" plates, which are zinc plates coated with photographic emulsion. The Eastman contact screen and the Lithomat fiber plate are also briefly discussed.

**Photogravure — Daylight Lamps.** H. M. Cartwright. *Process Engravers' Monthly*, 49, No. 581, May, 1942, p. 129. Daylight or a good substitute for it is necessary in color reproduction. Many lamps are advocated as "daylight" lamps. In matching daylight a difficulty arises because sunlight varies in color and there is no agreement as to which type of sunlight (mid-day, north clear skylight, north overcast skylight) should be taken as a standard. In almost all "daylight" lamps the initial source is either a tungsten-filament vacuum lamp or a gas-filled lamp. These contain too little green and blue light and are compensated for by various methods of screening or by reflecting from a colored surface. These methods tend to reduce the intensity.

**Notes and Comments.** W. B. Hislop. *Process Engravers' Monthly*, 49, No. 581, May, 1942, p. 131. X-ray pictures are very difficult to reproduce. Often the scale of contrast is too great to be carried on the paper print and expert advice is needed to decide whether the shadow or highlight detail should be sacrificed. Various aspects of the reproduction of a half-tone from a half-tone are briefly discussed. A method is given for reproducing two or more half-tone impressions at one time.

## ADVERTISERS' INDEX

AUGUST, 1942

For Products Classification See Page 62

Agfa Ansco.....	3rd Cover	Mallinckrodt Chemical Works.....	52
Aluminum Co. of America.....	July	Mead Corp., The.....	June
American Writing Paper Corp.....	13	Merck & Co., Inc.....	12
Bensing Bros. & Deeney.....	54	Miehle Printing Press & Mfg. Co....	May
Bingham's, Sam'l, Son Mfg. Co.....	4		
California Ink Co., Inc.....	64	National Carbon Company, Inc. (Carbon Sales Division).....	July
Champion Paper and Fibre Co.....	14	Neenah Paper Co.....	June
Chillicothe Paper Co.....	40	Nelson Associates, Inc.....	64
Classified Advertising.....	63	Norman-Willets Co.....	58
Clean-O-Lith Co.....	July	Northwest Paper Co., The.....	7
Craftsman Line-Up Table Corp.....	60	New York & Pennsylvania Co.....	June
Cramer, G., Dry Plate Co.....	54		
Crescent Ink & Color Co. of Penna..	July		
Day, Ben, Inc.....	56	Parsons Paper Co.....	64
Defender Photo Supply Co.....	56	Photo-Litho Plate Co.....	July
Driscoll, Martin, Co.....	56	Photo Litho Plate Graining Co., The	64
Demby Litho Service.....	64	Pitman, Harold M., Co.....	6
E. I. du Pont de Nemours & Co.....	9	Port Huron Sulphite & Paper Co....	54
Eastman Kodak Co.....	37	Printing Machinery Co.....	July
Fox River Paper Corp.....	38	Progressive Fine Art Co.....	July
Fuchs & Lang Mfg. Co., Div. General Ptg. Ink Corp..	Bet. 42 and 43	Rapid Roller Co.....	10
Gaetjens, Berger & Wirth, Inc.....	40	Rathbun & Bird Co., Inc., The.....	60
Godfrey Roller Co.....	July	Reliable Lithographic Plate Co.....	46
Goerz, C. P., American Optical Co..	56	Rising Paper Co.....	June
Graphic Arts Corp.....	64	Roberts & Porter, Inc.....	July
Hammer Dry Plate & Film Co.....	July	H. D. Roosen Co.....	May
Hammermill Paper Co.....	3	Rutherford Machinery Co., Div.— General Printing Ink Corp.....	July
Harris-Seybold-Potter Co.....	4th Cover	Senefelder Co., Inc.....	2nd Cover
Ideal Roller & Mfg. Co.....	May	Siebold, J. H. & G. B., Inc.....	58
International Business Machines Corp.....	July	Sinclair & Carroll Co.....	48
International Paper Co.....	8	Sinclair & Valentine Co.....	11
International Press Cleaner & Mfg. Co.....	July	Sorg Paper Co., The.....	52
International Printing Ink Corp....	May	Strathmore Paper Co.....	June
Kelly, E. J., Ink Co.....	64	Taylor, W. A., & Co.....	58
Kimble Electric Co.....	54	Union Carbide & Carbon Corp.....	July
La Motte Chemical Products Co....	64	Vulcan Proofing Co.....	July
Litho Chemical & Supply Co.....	46	Warren, S. D., Co.....	Bet. 50 and 51
Litho Plate Grainers of Detroit....	July	West Virginia Pulp & Paper Co. Bet. 10 and 11	
Lithographic Plate Graining Co. of America, Inc.....	48	"Where-to-Buy-It".....	62
		George A. Whiting Paper Co.....	60
		Whiting-Plover Paper Co.....	July

(The Advertisers' Index has been carefully checked but no responsibility can be assumed for any omission.)

## TALE ENDS



"... and after all the money we spent to make him big and strong, Cuthbert, who'd think he'd kick off so soon after we quits advertising?"

## Rest in peace . . .

WELL-KNOWN today, unknown tomorrow! That's life. And even the best-known trade mark and firm name in the world cannot long survive without the life-giving stimulus of regular advertising. Old man experience tells us that an untimely end has been the lot of many a trade brand whose proud owners thought otherwise. And in the light of present upset world conditions, eclipse of any trade brand may well be sudden and complete.

Now, in the lithographic field, we believe that you can best avoid the danger of a "rest-in-peace" label through the use of regular advertising space in

## Modern Lithography

A NEW editor picks up the scissors and glue pot for ML this month—and dedicates himself to making the minimum possible use of them. To judge by subscriber response over the past few years—expressed in the most encouraging manner by a steady increase in paid subscriptions—our readers have approved of the job our former editor has done. We shall miss him, but in the best press tradition the paper must still come out—filled, we promise, with material just as fresh, practical and to the point as ever. The King is dead—long live the King!

\* \* \*

Speaking of subscriptions, we might remind some of our readers that low group subscription rates are available where as many as four subscriptions are entered by employees of one plant or members of Litho Clubs in the various districts. It costs very little to have special monthly copies for each plant department, with an extra copy for the permanent file.

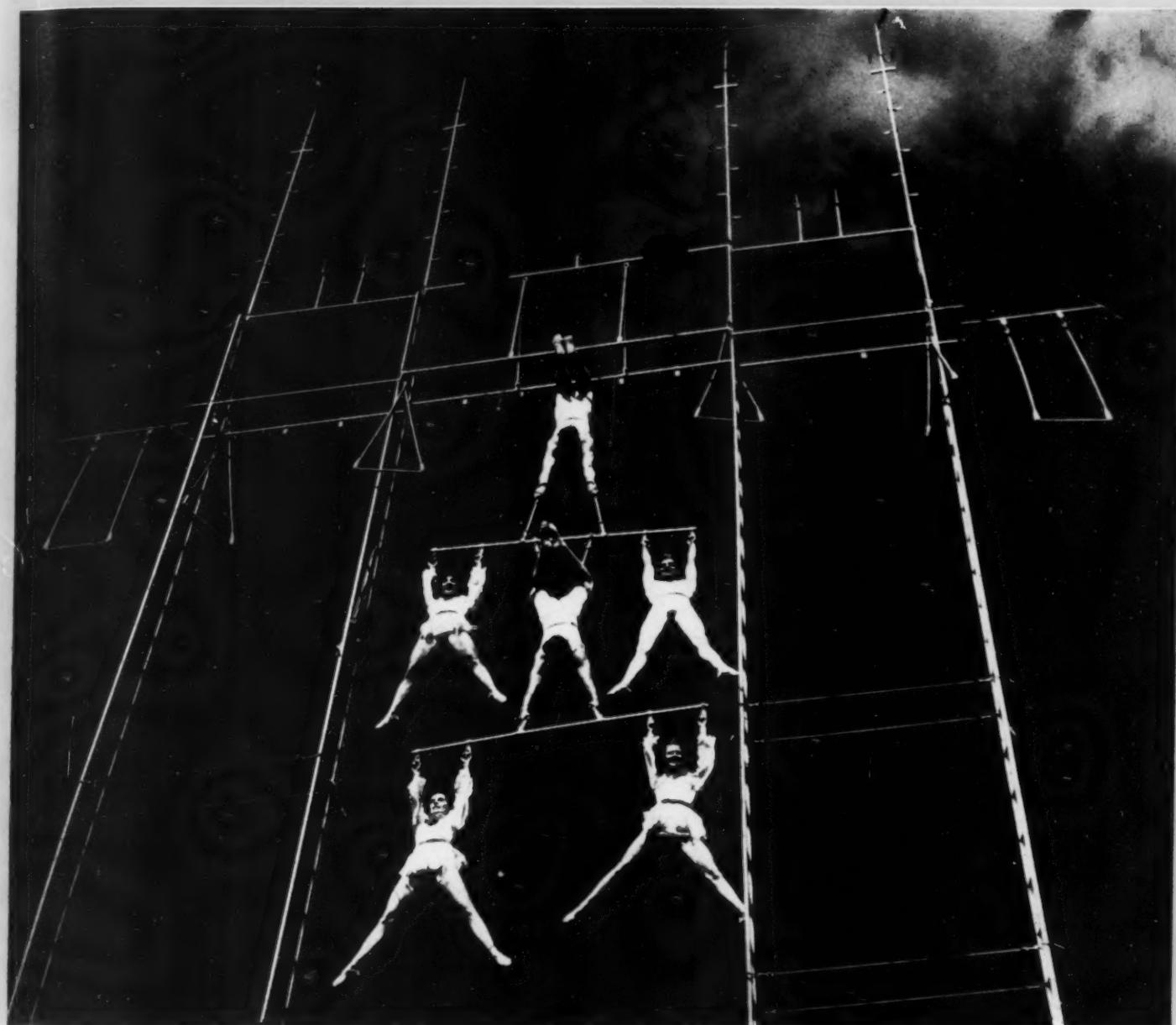
\* \* \*

Who would think that the lithographing industry had in its midst a manager of three world champion boxers! This came to our attention at the Silver Anniversary celebration of the Bachman Reproduction Service. Mr. Frank E. Bachman, manager of the service, was impresario for "Slapsie Maxie" Rosenbloom, Bob Olin, Lew Jenkins, and currently has two other comers under his aegis.

\* \* \*

We have a story we are aching to tell Mr. Anthony. It concerns a printer who, worried because everyone seemed to have so many questions and troubles with shortages of materials and priority ratings and he had none, asked a priorities official: "I own a small shop that has been going along merrily—with no trouble in getting paper and engravings without the use of priorities. Now, what I want to know is am I breaking the law?"

MODERN LITHOGRAPHY



## HIGH CONTRAST

THE degree of tone separation between the maximum and minimum density in a negative is called negative contrast.

Agfa AnSCO Reprolith Film is recognized for its *extremely high contrast*.

You can be certain of the other film characteristics required by every lith-

ographer. High resolving power, wide latitude and anti-halation protection —you'll find them all in Agfa AnSCO Reprolith!

This great film comes in Regular, Thin Base, Pan, and Ortho types.

**Graphic Film Division, Agfa AnSCO,  
Binghamton, New York.**

100 YEARS OF SERVICE TO AMERICAN PHOTOGRAPHY

# Agfa AnSCO Reprolith Films

MADE IN U. S. A.

# PREVENTATIVE MAINTENANCE



A primary defense activity of printing plants is to maintain maximum production capacity to meet the unforeseen demands of war.

A contribution of the printing industry to the war effort is preventative maintenance of equipment that will assure press production and reduce calls for repair parts upon the nation's manufacturing facilities.

Frequent and thorough lubrication—attention to electrical equipment, it is invaluable and likely to become increasingly unavailable—care of rollers to assure cleanliness and guard against excessive pressures—these are all typical of preventative maintenance that will help prolong press service and can help the war effort.

The Harris service organization is available to consult with and advise plant owners on means and methods to secure maximum press performance.



## HARRIS OFFSET PRESSES

• HARRIS • SEYBOLD • POTTER • COMPANY

PIONEER BUILDERS OF SUCCESSFUL OFFSET PRESSES

General Offices: 4510 East 71st Street, Cleveland, Ohio • Harris Sales Offices: New York, 330 West 42nd Street • Chicago, 343 So. Dearborn Street • Dayton, 819 Washington Street • Atlanta, 120 Spring Street, N.W. • San Francisco, 420 Market Street • Harris-Seybold-Potter (Canada) Ltd., Toronto, Montreal